**ORRA OKRs**

**Objective 1: Increase Sales of New Product Line**

Key Result 1: Achieve a 25% increase in sales revenue from the new line within six months.

Key Result 2: Acquire 500 new customers for the new product line by the end of the quarter.

Key Result 3: Improve the average order value by 15% through upselling and cross-selling strategies, such as bundling offers or loyalty discounts.

**Objective 2: Enhance Product Quality Key Result**

Achieve a customer satisfaction score of 85% or higher for skincare products within three months.

Key Result 2: Reduce return rates for skincare products to below 5% by improving quality control processes. Key Result 3: Implement a customer feedback loop to gather insights on product quality by the end of the quarter.

**Objective 3: Expand Customer Awareness**

Key Result 1: Increase social media followers by 50% within four months.

Key Result 2: Generate 10,000 new leads through targeted marketing campaigns.

Key Result 3: Achieve a 30% increase in website traffic from organic search and paid ads (e.g., Instagram influencers, Google Ads).

**Objective 4: Improve Marketing Strategy**

Key Result 1: Launch three new marketing campaigns focused on the new product line within two months.

Key Result 2: Increase engagement rates on social media by 30% through interactive content.

Key Result 3: Achieve a 20% conversion rate from marketing campaigns by optimizing landing pages and calls to action, Adding some metrics related to campaign performance, like Cost Per Acquisition (CPA) or Click-Through Rate (CTR).