

Set up an email marketing campaign

SMART goals in email marketing campaigns

✔

Practice Quiz: Activity: Create SMART goals for an email campaign
1 question

Ⓜ

Reading: Activity Exemplar: Create SMART goals for an email campaign
10 min

Ⓜ

Discussion Prompt: Reflect on SMART goals
10 min

Click funnel and segmentation

Analysis and presentation

Review: Run your own email marketing campaign

Course review: Think outside the inbox: email marketing

Activity Exemplar: Create SMART goals for an email campaign

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [SMART goals](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ SMART goals
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed SMART goals. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents two possible SMART goals for the Feels Like Home scenario. Your goals will likely differ in certain ways. What’s important is that they meet as many of the SMART criteria as possible.

Let’s review each SMART goal:

SMART goal one

The original goal indicates that Feels Like Home will grow their email subscriber list by the end of September, but it doesn’t indicate how they will do it, whether it's possible, or why it’s important. The SMART goal addresses all these questions, which increases Feels Like Home’s chances of reaching their aim:

“Grow the email subscriber list by 12,000 people by the end of September by partnering with social and paid media specialists and launching an email referral program that offers discounts to existing subscribers.”

- **Specific:** Feels Like Home will create an email referral program that offers discounts to existing subscribers.
- **Measurable:** The goal indicates by how much they want to grow the list, so it’s clear how they will measure success.
- **Attainable:** They have six months to reach this goal and the target number of new subscribers is reasonable given the launch of an entirely new product line. However, more information may be needed to determine feasibility.
- **Relevant:** Adding new subscribers to their email list means more potential conversions, which supports the goal of adding new customers to their base.
- **Time-bound:** The deadline is in September.

SMART goal two

The original goal indicates that Feels Like Home will increase the monthly conversion rate, but it doesn’t indicate how they will do it, whether it's possible, why it’s important, or when they will get it done. The SMART goal addresses all these questions, which increases Feels Like Home’s chances of reaching their aim:

“Increase the monthly email conversion rate by 2% within six months of launch by segmenting the email list for the For All line of products.”

- **Specific:** Feels Like Home will segment their email list for the new *For All* line of products.
- **Measurable:** The goal indicates by how much they want to increase conversions, so it’s clear how they will measure success.
- **Attainable:** The goal is attainable because they have six months after launch to reach and a 2% is in line with industry benchmarks. However, more information may be needed to determine feasibility.
- **Relevant:** Increasing the conversion rate of existing email subscribers directly supports the business goal of expanding the customer base by 30% within a year.
- **Time-bound:** The deadline is six months after launch.

Mark as completed

