

1. In this exercise, you will read through the example goals below and decide if they are business goals or marketing goals. Then you will explain your reasoning. 1 point
- As a marketing and e-commerce professional, it is important to understand the difference between business goals and marketing goals. To recap: Business goals are desired aims, achievements, or outcomes for a business. They are typically big, long-term, and have the potential to affect an entire company. Marketing goals tend to be smaller, more targeted, and related to marketing activities. They are specific objectives in a marketing plan or strategy that should support a business's larger aims.
- If you want a refresher on these concepts before you get started, refer to the video on *Defining your marketing goals*.
- Are you ready?

☐ I'm ready!

2. Consider the following goal made by a software company: 1 point
- "Grow our number of active customers by 15% over the next year by adding three frequently-requested features to our software."

Is this a business goal or marketing goal? Explain your reasoning in 2–3 sentences.

What do you think?

Your answer cannot be more than 10000 characters.

3. Consider the following goal made by a software company: 1 point
- "Increase our lead generation by 35% in the next year by running upper-funnel ads that highlight our new features and increase our mid-funnel budget by 20%."

Is this a business goal or marketing goal? Explain your reasoning in 2–3 sentences.

What do you think?

Your answer cannot be more than 10000 characters.

4. Consider the following goal made by a software company: 1 point
- "Increase our website traffic by 30% this year by using paid search and social media advertising."
- Is this a business goal or marketing goal? Explain your reasoning in 2–3 sentences.

What do you think?

Your answer cannot be more than 10000 characters.