

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will create two SMART goals for a fictional email marketing campaign. Businesses often use the SMART format to outline the what, how, when, and why of their goals. Clarifying their objectives makes them easier to achieve. Remember that a SMART goal must be:

Specific: It answers questions like what needs to be done to achieve the goal.

Measurable: It's clear how you'll prove you've achieved the goal.

Attainable: It's realistic given the timeframe and other constraints.

Relevant: It supports larger project or business objectives.

Time-bound: It includes a timeline or a deadline.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You're part of the digital marketing team at Feels Like Home, an upscale furniture retailer that does most of its business online. The company is launching a new line of furniture called *For All*, which is designed to expand their customer base. The *For All* line features the brand's high level of craftsmanship, but at a lower price point than their previous offerings. Feels Like Home's main business goal for the *For All* line is to grow their total active customer base by 30% within a year of launch.

You're in charge of the email campaign for the launch of this new line. You and your team have set two email marketing goals to support Feels Like Home's overall business goal:

Goal 1: Grow the email subscriber list by the end of September

Goal 2: Increase the monthly email conversion rate

Your next task is to turn these goals into SMART goals. To do this, you'll use the information from the meeting notes below:

The *For All* line will officially launch at the end of June, three months from today.

The email subscriber list is currently about 100,000 people, and we currently add new subscribers at a rate of about 1,000 per month. There is high interest among target audiences, and market research indicates that 2,000 per month is a reasonable target. Only 35% of current email subscribers have ever made a purchase. Surveys indicate that the other 65% are interested in Feels Like Home's existing products, but the high price point has been the main obstacle to purchase.

We estimate that a substantial number of new customers will come from our current subscriber list if we segment for the new product line.

The average monthly conversion rate for email subscribers is currently 5%. Bringing that rate up to 7% per month within six months of launch will help us reach our business goal. An increase of this size is in line with industry benchmarks.

Segmenting our email list will help us reach the right subscribers and maximize conversions.

Giving discounts to existing subscribers who refer friends or family members should help grow the email list. Social media and paid media specialists are also working to grow the list.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [SMART goals](#)

OR

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

 [Activity Template SMART goals](#)
[DOCX File](#)

Step 2: Review the email marketing goals

The template contains the two goals for Feels Like Home's new email marketing campaign:

Goal 1: Grow the email subscriber list by the end of September

Goal 2: Increase the monthly email conversion rate

Review the goals and make note of which SMART criteria they already meet and which they do not.

Step 3: Revise each goal to be SMART

Turn each goal into a SMART goal using the information from the scenario above. Write each revised goal in the corresponding SMART goal box. Your goals should be complete, but brief—one or two sentences is enough.

Specific: Briefly describe what needs to be done to achieve the goal. It should be clear what is required, but you don't need to outline your plans in detail.

Measurable: Think about how you can measure your progress or results. What targets or metrics did your team discuss?

Attainable: The goal should be reasonable given the timeframe and other constraints.

Relevant: The goal should support Feels Like Home's larger business goal and the success of the new product line.

Time-bound: Consider how long it might take to reach this goal. Is there a specific date by which it must be accomplished?

Step 4: Explain what makes each goal SMART

Explain what makes each goal SMART by answering the following questions in the template:

- . What makes the goal specific?
- . What makes the goal measurable?
- . What makes the goal attainable?
- . What makes the goal relevant?
- . What makes the goal time-bound?

Be specific in your answers. If you feel you need additional information to meet any of the criteria, make note of that here as well.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed SMART goals template:

Goal one has been rewritten to meet the SMART criteria.

Goal two has been rewritten to meet the SMART criteria.

There is an explanation for why each rewritten goal is specific, measurable, attainable, relevant, and time-bound.