**SMART Objectives:**

 **Increase Brand Awareness:**

* **Specific:** Enhance brand visibility on Instagram and Facebook through a campaign featuring 5 key influencers and a mix of high-quality content and interactive posts.
* **Measurable:** Achieve a 30% increase in followers and a 20% boost in engagement over the next 6 months.
* **Achievable:** Utilize targeted ads, collaborations, and a content calendar with a variety of posts.
* **Relevant:** Supports the goal of establishing the brand as a leader in the smart hydration market.
* **Time-Bound:** Achieve these metrics by the end of Q1 2025.

 **Drive Website Traffic:**

* **Specific:** Increase unique monthly visitors by optimizing for SEO, publishing bi-weekly blog posts, and leveraging social media.
* **Measurable:** Attain a 25% increase in visitors in the next 4 months.
* **Achievable:** Implement a content strategy and SEO improvements to attract more traffic.
* **Relevant:** Boosts lead generation and conversion potential.
* **Time-Bound:** Reach this target by the end of November 2024.

 **Generate Leads:**

* **Specific:** Capture 1,000 new leads monthly through targeted landing pages, gated content, and email campaigns.
* **Measurable:** Achieve a total of 12,000 leads in 12 months.
* **Achievable:** Create engaging lead magnets and promote them through various channels.
* **Relevant:** Expands the potential customer base for increased sales.
* **Time-Bound:** Achieve this by the end of July 2025, with quarterly milestones for tracking.

 **Increase Sales:**

* **Specific:** Boost monthly sales by 40% through targeted ads, promotions, and retargeting efforts.
* **Measurable:** Increase sales from 500 to 700 units per month in 6 months.
* **Achievable:** Implement and adjust data-driven ad campaigns and promotional offers.
* **Relevant:** Directly impacts revenue and profitability.
* **Time-Bound:** Achieve by the end of Q1 2025, with bi-monthly reviews.

 **Improve Customer Retention:**

* **Specific:** Enhance loyalty and retention with a new loyalty program, personalized follow-ups, and exclusive discounts.
* **Measurable:** Increase retention rate by 15%, from 60% to 75%, in 8 months.
* **Achievable:** Develop and implement the loyalty program and personalized marketing efforts.
* **Relevant:** Reduces churn and increases lifetime value.
* **Time-Bound:** Reach this improvement by the end of March 2025.