## **Goal One**

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| **Original goal** | “Grow the email subscriber list by the end of September” |
| **SMART goal** | “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.” |

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| **Question** | **Response** |
| **What makes this goal specific?** | The goal is specific because it describes what Feels Like Home needs to do to achieve it: create an email referral program that offers discounts to existing subscribers. |
| **What makes this goal measurable?** | The goal is measurable because it indicates how many subscribers they want to add to their email list. |
| **What makes this goal attainable?** | By adding new subscribers to their email list, Feels Like Home increases the chances that they will add new customers to their base. |
| **What makes this goal relevant?** | By adding new subscribers to their email list, Feels Like Home increases the chances that they will add new customers to their base. |
| **What makes this goal time-bound?** | The goal is time-bound because it has a deadline of the end of September. |

## **Goal Two**

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| **Original goal** | “Increase the monthly email conversion rate” |
| **SMART goal** | “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.” |

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| **Question** | **Response** |
| **What makes this goal specific?** | The goal is specific because it describes what Feels Like Home needs to do to achieve it: segment their existing email list for the new line of products. |
| **What makes this goal measurable?** | The goal is measurable because it specifies by how much (2%) they want to increase the average monthly conversion rate. |
| **What makes this goal 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. |
| **What makes this goal relevant?** | By increasing the conversion rate of existing email subscribers, this goal directly supports the business goal of expanding the customer base by 30% within a year. |
| **What makes this goal time-bound?** | The goal is time-bound because the company has six months to achieve it following the launch of the *For All* line. |