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Sudarshan Somanathan Head of Content December 15, 2023 13min read Everyone knows marketing goals are important. One, the competition is tight with growth hacking helping rockstar startups reach impressive heights. And two, you must know what you want, or you’ll be wandering without a destination while everyone else walks past you. However, for your marketing strategy to be successful, you need to set goals right away. In this article, we’ll define marketing goals, explore its top ten examples, and answer a few FAQs that you may have about marketing goals. Marketing goals are specific objectives defined in a marketing plan. They outline the intentions of the marketing team, provide them clear directions, and offer information for executives to review and support. These goals can be: Or other performance-based benchmarks that you can use to measure marketing success. To make it simpler to understand goals, ask yourself what you want. Any of these are marketing goal examples. Strategic marketing objectives let you envision the marketing tactics and strategies you need to achieve them. They’re like vision goggles that let you see all the possibilities. 🥽 A basic marketing funnel has three levels: When you set goals, you glide from one level of the marketing funnel to the next smoothly. Without them, you’ll drift aimlessly from task to task, with no clear understanding of how your work makes a difference. So go set goals! Bonus: SWOT Analysis Software for Businesses and Teams Here are some sample marketing objectives that you’ll need for a stellar marketing strategy! When you want to photocopy something, you likely want to “Xerox it,” right? Here’s the thing: Xerox isn’t a verb or generic noun for photocopying. It’s a brand. And the reason they’re so synonymous with this activity is because of brand awareness. And your company needs to increase its own. This goal is simple: You need to get your brand in front of more people. Your brand has a unique personality, just like you! Amplify it to increase brand awareness. Another strategy around this goal is to consider the places where your target buyers spend the most time. Maybe try a social media strategy to get a platform to engage with your target audience. You can achieve your social media goals by: The point is to engage with your audience on social media and make your brand seem approachable. Be friendly to your audience to turn them into admirers and patrons of your brand. 🤝 And then watch them share your content and their positive brand associations with their circle. Soon, your brand name will be a synonym for your product too. 😎 Need more help with product management? Take a look at our product management guide and check out the top product management tools. When people land on your website or social media pages, you want to keep them engaged. But they have high-speed internet connections and no time to waste. Engage with your audience by: