Document 13 Sudarshan Somanathan Head Content December 15 2023 13min read Everyone knows marketing goals important One competition tight growth hacking helping rockstar startups reach impressive heights two must know want ’ wandering without destination everyone else walks past However marketing strategy successful need set goals right away article ’ define marketing goals explore top ten examples answer FAQs may marketing goals Marketing goals specific objectives defined marketing plan outline intentions marketing team provide clear directions offer information executives review support goals performance-based benchmarks use measure marketing success make simpler understand goals ask want marketing goal examples Strategic marketing objectives let envision marketing tactics strategies need achieve ’ like vision goggles let see possibilities 🥽 basic marketing funnel three levels set goals glide one level marketing funnel next smoothly Without ’ drift aimlessly task task clear understanding work makes difference go set goals Bonus SWOT Analysis Software Businesses Teams sample marketing objectives ’ need stellar marketing strategy want photocopy something likely want “ Xerox ” right ’ thing Xerox ’ verb generic noun photocopying ’ brand reason ’ synonymous activity brand awareness company needs increase goal simple need get brand front people brand unique personality like Amplify increase brand awareness Another strategy around goal consider places target buyers spend time Maybe try social media strategy get platform engage target audience achieve social media goals point engage audience social media make brand seem approachable friendly audience turn admirers patrons brand 🤝 watch share content positive brand associations circle Soon brand name synonym product 😎 Need help product management Take look product management guide check top product management tools people land website social media pages want keep engaged high-speed internet connections time waste Engage audience