

S.M.A.R.T.E.R OBJECTIVES

Use this worksheet to develop your own
S.M.A.R.T.E.R objectives.

Goals and objectives are not interchangeable. A goal is a broad statement that illustrates the larger vision of what you want to achieve. An objective is a statement that defines specifics and outlines what success looks like. A good objective is specific, measurable, attainable, relevant, time-bound, evaluated, and revisited.

Goal: Increase sales

Objective: Optimize paid digital targeting to drive qualified traffic to gated content on the website to increase leads by 5% in the next three months; evaluate and tweak targeting every month.

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| Business Goal What is the larger business goal you are supporting? | |
| Specific How will your work directly impact the business goal? Don't be broad – go deep. | |
| Measurable What does success look like? How will you measure progress? What are your current benchmarks? | |
| Achievable Do you have the skills and resources required to achieve the objective? If not, can you obtain them? Is the amount of effort required on par with what the objective will achieve? | |
| Relevant Double-check – is the objective you've started to outline above relevant to the business goal? Now, think about your audience. Is this objective relevant to their needs? | |
| Time-bound What is the deadline, and is it realistic? | |
| Evaluated Do you have access to all metrics necessary for measurement? How often will you assess data? How will you report on success? | |
| Revisited What insights did you learn from your evaluation? How does that impact your objective and strategy moving forward? | |
| S.M.A.R.T.E.R Objective Put it all together. Review what you've written and craft your new objective. | |