

SMART GOAL

Two email campaign objectives were adapted into SMART goals to improve clarity and measurability for the fictional Feels Like Home shop.

GOALS CONVERTED INTO SMART GOALS:



Feels Like Home | For All product line
Email marketing SMART goals

Goal One

Original goal	"Grow the email subscriber list by the end of September"
SMART goal	<i>Increase Feels Like Home's email subscriber list from 100,000 to 106,000 by September 30 through targeted campaigns, referral incentives, and social/paid media promotions.</i>

Question	Response
What makes this goal specific?	Clearly defines the target (increase subscribers) and how (campaigns, referrals, promotions).
What makes this goal measurable?	Growth from 100,000 to 106,000 is a +6,000 increase, which can be tracked monthly.
What makes this goal attainable?	Current growth is ~1,000/month; aiming for 2,000/month is realistic based on market research and added incentives.
What makes this goal relevant?	More subscribers broaden the audience for the new For All product line, helping grow the customer base.
What makes this goal time-bound?	Must be achieved by September 30, aligning with the product launch strategy.

Goal Two

Original goal	"Increase the monthly conversion rate"
SMART goal	<i>Raise the monthly email conversion rate from 5% to 7% within six months of the For All line launch (by December 31) through segmented targeting and promotional offers for existing subscribers.</i>

Question	Response
What makes this goal specific?	Focuses on improving conversions from email campaigns via segmentation and offers.
What makes this goal measurable?	Conversion rate increase from 5% to 7% is a clearly quantifiable target.
What makes this goal attainable?	A 2% increase over six months matches industry benchmarks and is supported by targeting strategies.
What makes this goal relevant?	Higher conversions directly contribute to achieving the 30% total customer base growth goal.
What makes this goal time-bound?	Deadline set for December 31 (six months post-launch).