

# 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:

### Goal One



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

#### Original goal

"Grow the email subscriber list by the end of September"

#### SMART goal

*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.*

#### 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

*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.*

#### 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).