Office Green

Office Green SMART Goals

Goal One: "Office Green wants to increase brand awareness."

SMART Goal One: "Office Green wants unique page visits to increase by at least 2K each month by the end of the year. A new marketing and sales strategy, a redesigned website with a new Plant Pals landing page, and a print catalog will be developed to contribute to achieving this goal."

What makes this goal specific? Does it provide enough detail to avoid ambiguity?
Office Green will update their website and launch a new marketing and sales strategy to boost awareness of the brand.
What makes this goal measurable? Does it include metrics to gauge success?
The goal includes a metric of 2K new page views per month.
What makes this goal attainable? Is it realistic given available time and resources?
We have a year to reach this goal and the target of 2K new page views per month is in line with prior marketing campaigns.
What makes this goal relevant? Does it support project or business objectives?
Greater brand awareness can mean new customers, which supports the overall project goal of a 5% revenue increase.
What makes this goal time-bound? Does it include a timeline or deadline?
The deadline is at the end of the current year.

Goal Two: "Office Green wants to raise the customer retention rate."

SMART Goal Two: "Office Green will raise their overall customer retention rate by 10% by the end of the year by implementing a new Operations & Training plan for the Plant Pals service."

What makes this goal specific? Does it provide enough detail to avoid ambiguity?   Office Green will implement an Operations & Training plan that will improve on existing customer service standards and boost efficiency.
What makes this goal measurable? Does it include metrics to gauge success?   The goal includes a metric of a 10% increase in retention.
What makes this goal attainable? Is it realistic given available time and resources?   They have a year to reach this goal and many former and existing customers are interested in the new service. It has the potential to help them keep customers who may be thinking about leaving for a landscaper with more services.
What makes this goal relevant? Does it support project or business objectives?   Increasing customer retention can lead to more sales, which supports the overall project goal of a 5% revenue increase.
What makes this goal time-bound? Does it include a timeline or deadline?   The deadline is at the end of the current year.