**Goal One:** “Office Green wants to increase brand awareness.”

**SMART Goal One:** "Office Green will boost brand awareness by increasing unique website visits by 2,000 per month by the end of Q4 2024 through a new marketing and sales strategy, including a redesigned website, landing page, and print catalog."

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The goal clearly defines that brand awareness will be boosted by increasing website visits by 2,000 per month. The methods for achieving this (marketing strategy, redesigned website, landing page, print catalog) are outlined. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Success is gauged by tracking the increase in unique website visits by 2,000 per month, a clear and quantifiable metric. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Given the company's experience with prior marketing campaigns yielding similar results and the planned marketing efforts, the goal is realistic. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Boosting brand awareness through website traffic growth supports the company’s objective to grow its customer base by 15%, which aligns with Office Green’s overarching business goals. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal includes a deadline to achieve the website traffic increase by the end of Q4 2024, ensuring there’s a clear timeframe for progress. |

**Goal Two:** “Office Green wants to raise the customer retention rate.”

**SMART Goal Two:** "Office Green will raise their customer retention rate from 80% to 88% by the end of 2024 by implementing the Plant Pals service, supported by an Operations and Training plan to enhance customer service standards and efficiency."

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The goal is specific in targeting an 8% increase in customer retention, from 80% to 88%, with a clear method for achieving this through the Plant Pals service and the Operations and Training plan. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The goal is measurable by tracking the change in the customer retention rate, from 80% to 88%. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: An 8% increase is realistic considering the high interest (85% of surveyed customers) in the Plant Pals service and the planned improvements in customer service. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Raising customer retention directly supports Office Green’s aim of maintaining a loyal customer base and increasing revenue, aligning with the broader business objective of growth. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal is time-bound, with a clear deadline of achieving the increase in customer retention by the end of 2024. |