

SMART Marketing Objectives

S

Specific

Can the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure realworld problems and opportunities?



M

Measureable

Can a quantitative or qualitative attribute be applied to create a metric?



A

Actionable

Can the information be used to improve performance? If the objective doesn't change behaviour in staff to help them improve performance, there is little point in it!



R

Relevant

Can the information be applied to the specific problem faced by the marketer?



T

Time-bound

Can objectives be set for different time periods as targets to review against?



Placement Smart Objectives

Georgia Stone, Matthew Kerry



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