

Marketing Objectives and Goals Cheat Sheet

Increase brand recognition

Increase brand awareness and brand recall by 20% with a new brand campaign by the end of the quarter.

Expand brand awareness by increasing click through rate on our social media ads 5% by at least 3 months after marketing research.

Create more brand awareness by targeting your campaign to 3 new markets or demographics.

Improve brand reputation

Build brand identity and brand reputation by allocating 15% more of your yearly marketing budget to brand partnerships and influencer partnerships.

Build brand identity and brand reputation by allocating 15% more of your yearly marketing budget to brand partnerships and influencer partnerships.

Do market research on what your company's target customers and competitors are by the end of the quarter to develop understanding of brand positioning and create a positioning statement.

Grow website traffic

Hire a contract designer to make your website more efficient and user friendly in 3 months for improved customer experience.

Double click rate from Google Ads by the end of the year.

Increase SEO capture by 25% in two quarters by improving keyword targeting.

Find new leads

Generate new leads by creating 5 new branded content relationships by the end of Q2.

Increase lead generation by 30% by offering a downloadable service for free by the end of Q2.

Increase email database by 10% this quarter by optimizing the email sign-up process.

Improve brand loyalty

Improving customer advocacy by increasing your customer service workforce by 10% by the end of the quarter and investing revenue into monthly customer service training sessions.

Develop a loyalty program to increase customer retention by 15% in 6 months.

Improve customer retention rate by 25% within the next 18 months by bolstering post-purchase support.

Increase sales

Increase revenue by 5% in the first 3 months after a launch.

Increase conversions of people in the prospect pipeline to customers by 10% in the first 3 months after your marketing campaign.

Increase ad revenue by 20% by Q4.

Beachams Marketing Reference Set

Jean Herold



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