

# Marketing Objectives

## Examples of Marketing Objectives

You are going to invest time or money into marketing your business. What do you want to achieve as a result of that investment? Please see below a list of marketing objectives as inspiration:

### Awareness

- Increase brand awareness

### Sales

- Get new customers (acquisition)
- Increase market share

### Current Customers

- Increase client retention
- Increase frequency of purchase
- Increase customer satisfaction
- Increase referrals rate
- Upsell or cross-sell product lines

### Development

- Launch new products (NPD)
- Expand regional reach

### Margin

- Increase efficiencies / margin enhancement
- Refine the marketing processes
- Value or Luxury product/service development

## MarketingCoach Marketing Goals Formula©

You want to make your goals as effective as possible so that you can be laser focused on what you want to achieve. The below format is a really clever way of making your marketing goals SMART.

Get ----- to do ----- resulting in-----



## Real World Examples

### Website Company:

#### Current Customers Objective

Get 70% of our new customers to move onto a quarterly update retainer package once they have completed their website build resulting in 10k additional quarterly revenue

#### Increase Sales

Get 5 new customers per month to invest in a new website resulting in €15k monthly revenue

#### Development

Get our inhouse developers to build automated website brief for new clients to reduce the briefing time resulting in 3 hours saved time per project.