**Marketing Objectives**

**12 MONTH MARKETING OBJECTIVES**

We are planning to invest in marketing and our aim is to achieve the following:

Marketing Objective 1:

Marketing Objective 2:

Marketing Objective 3:



Example: 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 brand awareness
* Get new customers (acquisition)
* Increase market share
* Increase client retention
* Increase frequency of purchase
* Increase customer satisfaction
* Increase referrals rate
* Upsell or cross-sell product lines
* Launch new products (NPD)
* Expand regional reach
* Increase efficiencies / margin enhancement
* Refine the marketing processes
* Value or Luxury product/service development