

HOW DO I SET ONLINE MARKETING GOALS

for my online shop?

Smart goals help you stay on top of your business. You can automate your work and make sure you spend your time on what's important.

Business goals are one of the first steps in building and scaling your eCommerce business. You're a smart cookie, so you've already set goals for your business revenue, but adding SMART goals to marketing activities is a great way to make sure you're spending time on what's important—and what's most likely to make money.

There are a thousand different ways to grow your business: Tik Tok, Instagram, YouTube, blogging, SEO, paid ads, and podcasts. And every marketing expert has a different idea of what you "need" to do to have a successful online business. However, if you don't know what to expect from these tactics, you'll have no idea if they're moving the needle, and you could be wasting energy on the wrong marketing platforms.

It doesn't hurt to try different things to see what works best, but the only way you'll know definitively if the tactic is working is through marketing SMART goals.

What are SMART goals in marketing?

Specific - What do you want for your business? (more sales, higher volume, recognition in media)

Measurable - What numbers or percentages would you define as "successful"? (5% increase in sales; 50% repeat visitors, five mentions in the local paper)

Achievable - What can you reasonably achieve in a quarter? In a year? It's essential, to be honest with yourself. Starting small and crushing your goals will give you momentum.

Relevant - What marketing tactics will help your business the most? For instance, Facebook may give you a dopamine rush, but is it worth your time if they don't translate to sales?

Time-bound - When do you want to see these changes take place?

TIP: Give yourself enough time to see changes take place, but not so much time that you'll lose steam.

SMART Goal Worksheet

A. I WANT THE FOLLOWING CHANGES / IMPROVEMENTS FOR MY SHOP

B. HERE'S HOW I'LL MEASURE MY CHANGES / IMPROVEMENTS

C. I WANT TO MAKE THESE CHANGES BY

Put It All Together

When you put your SMART goals together in a sentence, it will be easier to commit them to memory. Try it below using the goals in the spaces above.

B

A

C

Test Your Goals

Think back to the definition of SMART goals. Did you fill in the three fields above? You've taken care of the first three! *Now answer these next questions honestly!*

Are the changes from A **relevant** to building your business & making more money? YES NO

Can you complete these goals in the length of **time** in question C? YES NO

If you answered NO to either of the last questions, that's OK! Reassess until you land on goals that check all the boxes. I'd love to hear your SMART goals! Visit my DIY Digital Marketing Community and get feedback from your fellow business owners: [FB.com/HoneycombSocialHive](https://www.facebook.com/HoneycombSocialHive)