

5 tips on how to create clear objectives to turn your marketing ideas into reality!



1. **Make your objectives quantifiable:** having a clear quantifiable objective in either number of units you want to sell, a percent increase to obtain or sales revenue will definitely give you a specific goal to work towards keeping you on track. It will also help to clearly define your end results. *For example: I want to sell 10 units this month.*
2. **Set a clear time frame:** having a start and end date to anything helps, so why not do the same for your marketing program. Knowing how much time you have to realistically achieve your goal is a great motivator to completing any project.
3. **Strategize:** understanding how you are going to execute against your objectives is crucial in achieving success. Once you know what you want to achieve, create a step by step plan so you and your team are on board to turn it into reality. Your plan should outline every detail possible and have contingency plans. A simple calendar outlining your strategy from start date to end date will help to keep everyone on track.
4. **Set a budget:** nobody wants to waste money, so setting a budget is the best way to stay on track and it will allow you know exactly what your return on investment is.
5. **Measure:** Last but not least, measure your results, simply review your objectives and determine if you achieved them with the resources and tools utilized. Most importantly ensure you were able to achieve the best ROI possible.

OBJECTIVE PLANNING TEMPLATE

Project Name:

My quantifiable objectives are:

Timing:

Start date:

End date:

I am going to execute my objectives by:

My budget is:

Results achieved: