

Stage 2. Objectives

Stage 2 of your digital marketing planning framework should focus on the goals and objectives of your strategy. Stage 1 looked at the situation analysis which provided an overview for your organization, specifically: *who you are, what you do, and how you interact and trade online by addressing internal and external factors* impacting your business

When defining your digital marketing objectives, you should think about how they will align with your overall business' goals and your key performance indicators.

You should also consider what the return on your investment will be. This is likely to be financial, but could also include, for example:

- *an improved conversion rate*
- *greater brand awareness*
- *an increase in visits to your website*
- *a greater market share*

The customer journey

Your plan needs to look at the whole customer journey:

- **awareness** - how a customer will become aware of your brand
- **acquisition** - why they will then want to visit your website
- **conversion** - how easily will they be able to make a purchase or register once on your site

Set SMART objective to improve performance at every stage of the customer journey.

Setting Goals

The **5 Ss** goals refer to **Sell, Serve, Speak, Save and Sizzle** which were created by PR Smith and the concept first published it in various online e-learning packages and reference can also be found in the book, Emarketing Excellence. **See flowvella page + docs on "Objectives" stage of SOSTAC plan here:** <https://flowvella.com/s/61fw/CE25CAF3-792A-47FD-AC63-AD50EFCACFFF>

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Examples

- **Specific** – Are you focusing enough on a specific issue or challenge within the organization?
- **Measurable** – How do you plan to assess the performance? Will it be monitored through quantitative or qualitative analysis for example?

- **Actionable** – Will it assist in improving performance if achieved?
- **Relevant** – Is the issue to be addressed within the domain of the digital marketing team?
- **Time-related** – Have you set a specific time period?.

There are several different SMART objectives that can be set for example, lead generation, acquisition or engagement, or retention. For example, if we revisit the fictional online retailer, we can create the following objectives that have been created to follow the SMART formula:

Objective 1. Engagement: Achieve 50% of existing customers to service their online accounts by July 2015.

Objective 2. Acquisition: Increase brand visibility from April 2015 through to July 2015. To be measured through Google analytics.

Objective 3. Engagement: Increase email frequency from one email per quarter to one email per week from May 2015 through to July 2015.

Some other examples of SMART digital marketing objectives are:

- Achieve 200 'contact us' conversions via organic search traffic by the end of the financial year
- Reduce bounce rate from pay-per-click traffic to below 50 per cent across all ads by December
- Increase average order value of website sales to £35 per customer by the end of the quarter.

NB. Remember for each objective you need to explain why you selected it.