

HOW TO SET CLEAR

Marketing Objectives

In Six Simple Steps



Step-By-Step To Setting Up Marketing Objectives In Google Analytics

You know it, and I know it: Having marketing objectives, goals, and targets is important. But actually putting them into place? That's a problem all by itself. I want to walk you through how you can set marketing objectives that will help you grow traffic.

What Are Marketing Objectives?

"A marketing objective is the goal you set for how many people you want your product, service, or piece of content to reach or convert." Marketing objectives are specific, measurable, and time-bound goals you want to achieve for your business.

Specific: Your goal should be clearly defined and not vague. For example, "I want 2,000 more blog views this month," and not "I want more traffic to my site."

Measurable: Make sure you can track your goal and, if possible, make it numeric. It's much better to say, "To increase my blog traffic by 20%," than to say, "To get more brand engagement on the blog."

Aspirational: Go beyond what seems attainable and push yourself to achieve a little more than you did before. Dream a little more.

Realistic: Look at your resources and the obstacles you might face; can any of this actually happen? For example, increasing your blog traffic around a holiday probably isn't realistic.

Time-bound: Have a defined end point to work toward, not just "some point" in the future.

What are your SMART GOALS?

What are your ultimate goals for your business and your blog?

S:

M:

A:

R:

T:

What are your ultimate goals for _____.
(Pick a thing to track that you want to grow. *Example: your email newsletter signups.*)

S:

M:

A:

R:

T:

What Can You Track?

Some of the different things you can track are:

- Email signups
- Infographic downloads
- Traffic to social media sites
- E-book downloads
- Downloads of any kind
- Any other things that help you generate an income

What Do You Want To Track?

List the things you'd like to track:

You Can't Really Know If They Are Realistic Goals If You Don't Know The Baseline:

In order to find out your baseline, for what you are tracking, you'll need to know your marketing objectives in Google Analytics.

Here's The Step-By-Step Way To Set Up Your Goals In Google Analytics:

1. On the Google Analytics page click on **Admin** at the top side.
2. That will open to the Administration page.
3. On the right side click on **Goals**.
4. Click on the red button that says **+New Goal**.
5. A **Goal Description** page will appear.
6. Name your goal so you'll remember what you are tracking. (*Example: E-mail signups*)
7. Click **Destination**.
8. Once done with that click the blue continue button.
9. Goal Details will appear.
10. Type in the ending of the URL you want to track (If you want to track your e-mail newsletter subscribers type in the last part of the URL that people are sent to after confirming their email subscription.)
Example:
Website URL: <http://coschedule.com/blog/thank-you/>
What you will paste into the box: </blog/thank-you>
11. Click on the gray box to the left of the link box and choose 'Begins With'.
12. Press save and start tracking.

But It Says ZERO? Why?

If you just created your new goal, you'll have to give it some time. Processing latency takes 24-48 hours, so it will start collecting data but it will take a bit of time. If it still hasn't tracked your conversions, check your URL to make sure it's right.

To find your baseline wait for the amount of time that you want to test your growth. And then compare the two, after you've done your test.

Steps To Figuring Out The Baseline So You Can Track Your Growth

Figure out a testing period so you can easily get your baseline.

(*Example: If you want to set monthly goals, let it sit for one month.*)

At the end of the month see how many conversions your goal got.

(*Example: Maybe by the end of the month I got 1,000 new email signups.*)

To figure out how many new conversions you'd like next month set your goal for 10X growth.

How Do You Figure Out Your 10X Growth?

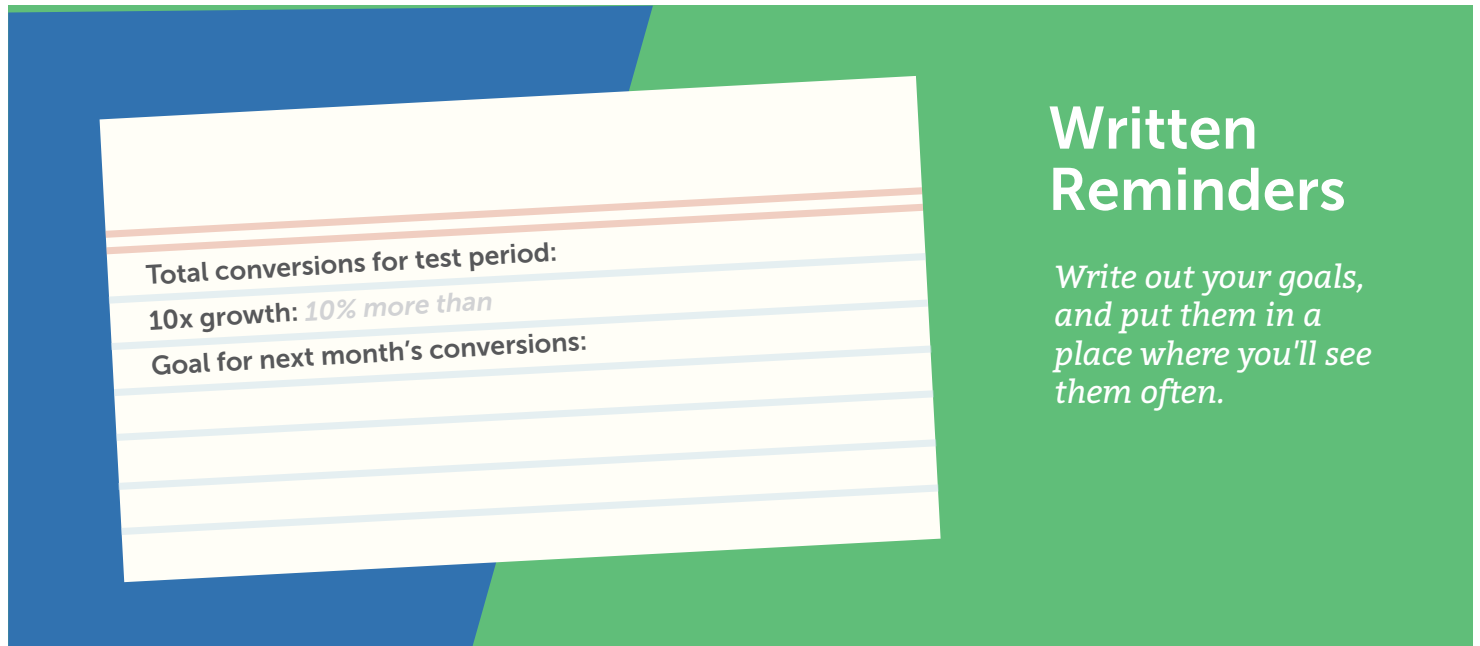
1. Take the total conversions from your test period (*Example: 1 month = 1,000 new email signups.*)
2. What is 10% more than 1,000) Which makes your goal 1,100 for next month.

Total conversions for test period: _____

10X growth: 10% more than _____ (Your test period conversions)

Goal for next month's conversions: _____

Now, keep those in front of you so you know what your up and coming goals are.



Written Reminders

Write out your goals, and put them in a place where you'll see them often.

Total conversions for test period:
10x growth: 10% more than
Goal for next month's conversions:

Now, are the goals you wrote out up above realistic when you look at your baseline?

Are your goals realistic when it comes to reaching your 10X growth goals?

Ask yourself these questions when it comes to all your goals:

Are your goals specific?

Are your goals measurable?

How about aspirational?

Are they realistic and time-bound?

Other things to help push your conversion goals forward:

1. Reshare top-performing content more often.

Which top-performing content could you share more of:

2. Add more internal links to make people spend a longer amount of time on your site.

Which links could you share more of?

3. Pay attention to the most popular posts on your site and create more like those.

What topics are the most popular on your site?

Let's Recap Everything We Went Through:

You learned what marketing objectives are.

(The amount of people you reach, or convert, with any piece of content, product or service.)

You found out what kind of things you can track.

(Email signups, downloads of any kind, traffic to social media platforms, and any other things that you want to track that lead to a trackable link.)

You set SMART objectives and wrote them down.

(Keep them somewhere where you can see them.)

You now know how to set up marketing objectives inside of Google Analytics.

You know your baseline and how to figure out your goal for 10X growth.

You also know how to use the CoSchedule Marketing Dashboard inside of Google Analytics to improve your social presence and overall results.

When you are ready to set marketing objectives to share and schedule content that delivers 10X growth, start your 14-day free trial on CoSchedule.



The marketing calendar for everything.

“

“I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution. It is simple, elegant, and an indispensable part of my toolbox.”

–Michael Hyatt, Award-Winning Author & Blogger



Nathan Adler
RiverScene



Michael Hyatt
Author



Jay Bear
Convince & Convert

Latest Features



Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...



Learn more at coschedule.com