



**ACTIVE**  
INTERNET MARKETING | UK

Established in 2010  
Active Internet Marketing (UK)  
help businesses  
thrive & grow by generating more  
leads from digital marketing



# Goal Setting, Measurement & Monitoring



Setting comprehensive measurable goals using SMART goal setting.

SMART stands for:

**Specific, Measurable, Achievable, Relevant, and Time-Bound.**

When you're writing measurable goals, you need to work through each of the terms in the acronym to ensure it's realistic and achievable.

Eliminate vagueness and guesswork. Ensure you have a clear deadline.



**Specific,  
Measurable  
Achievable  
Relevant  
Time-Based**



## SPECIFIC

Your goals need to be specific. It should also have a specific outcome.

Without the outcome, it will be hard to focus and stay on task with your goals.

Some examples of a specific goal are as follows:

- Increase web traffic by 20% in 3 months.
- Increase Twitter followers from 350 to over 500 in 6 weeks.
- Grow membership base to 150 in the next 40 days





## MEASURABLE

Measurable can mean many different things, objectively measure success with a goal.

Whether it's via analytical data, performance measures, or direct revenue, ensure your goal is quantifiable.

The aforementioned specific goals are all measurable and the progress can easily be measured against the timeline.



## ACHIEVABLE

Given the time and resources at your disposal, is it realistically possible to achieve the overall goal you've laid out?

For example, if your goal is to increase your company's Facebook followers from 1,000 to 5,000, putting a limit of one month will make this goal difficult to achieve. However, with a time-frame of six months, the goal becomes much more realistic.

Do you have a clear list of actions that need to be taken by the team?





# RELEVANT

Why do you want to reach this goal? Is it important for your business objectives?

Once you identify the key benefit, add that into your specific goal and keep it highly visible to everyone involved so it helps your team members understand the importance of the goal and how it contributes to your business objectives.

Example: Increase Twitter followers from 350 to over 500 in 6 weeks so we have a greater number of clients seeing our daily promotions.



## TIME BASED

Measurable goals should include a timeline so that there is clarity of when and how things need to progress.

Without a target date, the goal may suffer from poor time management and not come to fruition.

The time frame will also create a sense of urgency. It functions as a healthy pressure that will motivate you and your team to action.



# Goal Setting



# Goal Setting – Further Advice

Involve all team members in forming and deciding what the specific goal is.

Clearly define all the steps needed to achieve the specific goal.

Break down all the individual tasks and allocate them to specific members of the team.

Create a checklist so you can easily monitor all the tasks



# SMART DIGITAL MARKETING GOALS

Your goals need to be specific here are some goals & actions to consider:

## Case Study:

Regular fitness class that offers 5 different types of class per week.

Each of the 5 classes is available at 5 different time slots.

20 people are able to attend each class with one instructor.

There are currently 3 instructors who deliver the 25 classes that are conducted each week.

There is a website with a blog and a social media presence on Twitter, Instagram and Facebook.

They have a GMB which currently has just 4 reviews.

Across the 25 classes they currently have an attendance of 80% capacity.





# SMART DIGITAL MARKETING GOALS

Your goals need to be specific here are some goals & actions to consider:

Goal 1) Improve the GMB within the next 2 weeks so it contains a lot more accurate information and details of all the classes. Increase the number of reviews we are aiming for 100% attendance of all classes.

## **Activities:**

Ensure NAME, ADDRESS & PHONE are all accurate.

Update about information and opening hours so they are all comprehensive.

Update the products section so it includes the full details on each class including times and instructors and mentions the alternative classes also.

Ask each of the regular attendees of the classes to add a positive review talking about the benefits they have received from attending the class.

Monitor all of the above and repeat the best performing, share best practice and incentivise the team to deliver.





# SMART DIGITAL MARKETING GOALS

Your goals need to be specific here are some goals & actions to consider:

Goal 2) Increase social media followers (Twitter, FB, Instagram) by 30% within 6 weeks in order to communicate news/developments to clients & prospects.

## **Activities:**

Run a competition on social media channels where people need to like the page, tag 2 friends in a competition post comment in order to drive awareness and build followers.

When people attend ask them if they are following the social media and encourage them to do so on each of the platforms.

Cross pollination – Mention the other channels in social media posts and encourage followers to like on the other platforms.

Do an email shot and mention the competition and all the social media channels.

Monitor all of the above and repeat the best performing, share best practice and incentivise the team to deliver.



# SMART DIGITAL MARKETING GOALS

Your goals need to be specific here are some goals & actions to consider:

Goal 3) We would like 25% of clients to regularly attend 2 or more classes within the next 2 months. Increase website time onsite so that engagement is improved and more people are fully aware of the full range of classes that we have on offer. We will go on to discuss product page SEO in detail.

## **Activities:**

Make sure that each of the 5 classes has an individual page and related classes are mentioned on each of the pages.

Improve class pages so that they clearly list all features & benefits and have links to social media channels.

Include some of the positive reviews from GMB on each of the pages.

Produce a comprehensive FAQ page to overcome purchasing barriers and mention additional classes within the answers.

Monitor all of the above and repeat the best performing, share best practice and incentivise the team to deliver.



## Product Page SEO

Each class pages should contain keyword-rich descriptions, optimised digital assets, and meta titles and descriptions that appeal to your audience.

Strike a balance between what customers need to see and what search engines require to rank your product pages higher.





# The most important considerations for good product page SEO:

- Keywords Strategy
- Product Descriptions
- Digital Assets
- FAQs
- Mobile Optimisation
- Site Structure
- Reviews and User-Generated Content (UGC)



## Class / Product Descriptions

Reader-friendly, keyword-rich (including longtail), and relevant comprehensive copy is an important SEO ranking factor. The better your product descriptions, the longer users will spend on site – which is a crucial signal for search engines

### Best Practice Includes:

200+ words or more

Cover all features and benefits of the product

Use additional bullet points that can be easily digested

Include logos, Icons or awards to show accreditations or key benefits

Inclusive of target keywords (longtail, etc.)

Written in your brand voice, with language that will appeal to your target audience and customer personas



## FAQs

Having an FAQ section benefits you dramatically. It's can be a great resource to over come customer objections and barriers whilst satisfying customers who are look for additional information and reassurance before making a buying decision. Additionally, it's a great opportunity for you to target more keywords search terms you feel customers will be looking for, which will boost your SEO.

### Best Practice Includes:

- Use data to identify your most common questions
- Decide how you'll organize the FAQ page
- Include space for live chat options
- Monitor the FAQ page's performance
- Update content and add more solutions over time
- Apply SEO to all of the above





## Mobile Optimisation

Having a website that's optimized for mobile is vital for the user experience (UX). It's also crucial for SEO. Building mobile-friendly product detail pages requires written content and digital assets that are adjusted for viewing on a variety of mobile devices.

### Best Practice Includes:

- Develop a responsive layout
- Optimize website speed
- Compress images
- Avoid pop-ups
- Change button size and placement
- Use a large and readable font
- Space out links
- Declutter web design
- Test the website on mobile devices regularly



# Measuring & Monitoring



# Measurement & Monitoring– Further Advice

Decide upon all the elements that will be measured and how often these will be reviewed.

Monitor the performance of each individual and share best practice and provide additional training where needed.

Set milestones or micro goals so that you can celebrate these and keep the team motivated.

Have some recognition or rewards so the top performers will be motivated to keep up key activities.

Adjust the strategy depending on the progress and refine the productivity if needed.



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## **Activities:**

Ask each of the regular attendees of the classes to add a positive review talking about the benefits they have received from attending the class.

Check after each class the number of people that have left a review and keep a chart of each instructor to track the success.

Share the best practice of the best performing instructor.

provide additional training to any instructor that is underperforming against the others.



# SMART DIGITAL MARKETING GOALS

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Goal 2) Increase social media followers (Twitter, FB, Instagram) by 30% within 6 weeks in order to communicate news/developments to clients & prospects.

## **Activities:**

Track the social media following after each class and keep a note of the increase and which instructor had taken the class.

Compare each instructor and share best practice and provide training where needed.

Monitor each social media post and track engagement, understand which posts are most popular and adjust posts to include the key features that are most appealing.

track the analytics for the email shot and make sure improvements are made to all future emails.

Monitor all of the above and repeat the best performing, share best practice and incentivise the team to deliver.





# SMART DIGITAL MARKETING GOALS

Your goals need to be specific here are some goals & actions to consider:

Goal 3) We would like 25% of clients to regularly attend 2 or more classes within the next 2 months. Increase website time onsite so that engagement is improved and more people are fully aware of the full range of classes that we have on offer. We will go on to discuss product page SEO in detail.

## **Activities:**

Study the analytics for each of the 5 classes pages. Make improvements based on the usage data.

Study the analytics for the FAQ page and increase the information on key areas that are getting the most interaction. Review how traffic is progressing between this and other pages in order to ensure the user journey is optimised.

Monitor all of the above and repeat the best performing, share best practice and incentivise the team to deliver.





# Summary

How to set SMART goals

**Specific,  
Measurable  
Achievable  
Relevant  
Time-Based**

**Goal Setting – Further Advice**

**Digital Marketing Case Study**

**SMART Goals - Case Study**

**Measuring & Monitoring – Case Study**



# Questions





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# Setting comprehensive measurable goals using SMART goal setting.

## How to set SMART goals

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**Measurable**

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**Achievable**

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