



The Enterprise Class  
Guidance and Engagement Platform

*Key Insight*

# 5 Marketing Goals and Objectives You Should Set

By WalkMe

Walk-Thru	Goal Name	# Started	% Completed	% Completed B	% Difference
-----------	-----------	-----------	-------------	---------------	--------------

How do I set a New...		452	50	17	50
How do I set a New...		321	25	4	25
How do I set a New...		256	32	91	32
How do I set a New...		220	12	15	12
How do I set a New...				21	21
How do I set a New...				17	17



Setting appropriate marketing goals and objectives can increase your chances of success in business. You are able to align the needs of your customers and in addition, improve the value of goods and services in your business. Explicitly set and measured goals are ideal for marketers who wish to be successful at what they do.

However, most businesses do not understand that goals and objectives are the lifeblood of their business. In fact, lack of a proven business case, too many competing priorities and lack of an overall strategy can hold a business back, making it difficult for the business owner to set relevant goals and objectives for the business.

Strategic objectives are important because they help a business to set in motion the directives required to achieve the goals develop during the planning process. However, if you do not know how to set your goals this year, your chances of succeeding in marketing your business could narrow down to zero. Generally, the goals of a market always constitutes increasing product engagement, generating high leads volume, contributing specific leads that turn into huge sales, establishing thought leadership and to generate a high leads volume.

### **Guidelines to Setting Your Goals Correctly**

It is important to note that determining your marketing goals and objectives is just the first step. What follows is determining the measure of your success. Setting goals is great. However, the main thing is making a decision on how you are going to achieve those goals and the best way to stick to the marketing plan.

#### **1. Be Specific**

Being specific is important. It shows you understand who, where, what, which and how of the product and or service you intend to market.

#### **2. Set Measurable Goals**

Track the set goals qualitatively and quantitatively. This will depend on the metric and it could be manual or using a marketing tool.

### **3. Set Attainable Goals**

Do not set goals that you cannot achieve. Generally, goals should be easy to achieve. Make sure you set a specific timeframe for achieving your marketing goals. If you do not set an attainable goal, it could become too lofty or overwhelming. This will make you feel that it is hopeless trying to reach that goal

### **4. Be Realistic**

Know you want to achieve your goals and work towards it. If hiring someone is going to help, then go for it without hesitation.

### **5. Time-Related**

You will need a real deadline. In short, set a deadline for achieving these goals.

## **Examples of Goals to Set Toward Success of a Product Launch**

### **1. Building a positive reputation**

You should create a culture where clients feel respected and appreciated through effective customer service. Evaluate the market properly, know what clients are lacking, and make a plan to provide the products on demand yet scarce in specific market settings. Put your focus on building a suitable brand reputation for your products so that your customers will remain engaged to your products all the time.

You can build a positive reputation for the business by teaching the consumers how to use the products in question and letting them know about the benefits and the side effects of the same, if any.

## **2. Offer what match the expectation of the community**

Your marketing plan should be to provide exactly the product that is likely missing in the market yet highly demanded by customers in that region. You may need to conduct some analysis so that you know what is missing and then create the opportunity to add relevance to the market through the introduction of a highly demanded product.

## **3. Roust access**

Install an effective communication system in business that will allow customers to have access to your business at any time of the day. If integrating a Customer Relationship Management System in the business will help in the marketing needs of the company then do not be afraid to invest in one. Come up with a marketing plan that your business will use not only now but also in the days to come. It would be appropriate to ask a relevant department to document the plan very well and file the documents for marketing reference.

Develop the marketing plan while keeping the main target market in mind. This means that you will need to know exactly who your targeted population is, depending on what you have on offer. Your focus could be on the young population, the female or male gender in general or the adult population. Whatever it is, make sure the marketing department has a relevant documentation that corresponds to the targeted audience.

## **4. Strengthen financial resources**

Focus on making capital resources available to help the business invest in future expansion projects. If your company has a strong financial base, it should not be difficult to accumulate capital. More often, the capital to fund the expansion of future projects will come from cash reserves in the company. The best way to strengthen the financial resource in the business is to build a cash flow. You can also increase asset to attract investors who will be of great help in funding the expansion of the business.

## 5. Innovation and action planning

Innovation and action planning are among the most effective marketing goals and objective that you should set. Innovation, for instance, will help your business to stay ahead of a highly competing market. Identify the top techniques that will help your business market itself well. Your marketing technique should be SMART; specific, measurable, achievable, realistic and timely.

Setting these marketing goals and objectives are sure to propel the success of your product and your business overall.

### About WalkMe

---

[WalkMe](#) directly guides, engages and drives users to action, enhancing the online user experience on a website or software.

Through the enterprise-class guidance and engagement platform, product marketers can deliver contextual and real-time interaction with prospects and existing customer, and provide them with a smooth, engaging and satisfying digital experience.

Through step-by-step onscreen call to actions delivered at the point of confusion, each user is able to move with confidence through any website or web-based software, without hesitation, frustration or the need to contact support. As a result, product marketers can feel assured their customer will be able to focus on what they want to do using your software, and free from the confusion of how to do them.

Product marketers use WalkMe to increase free to paid conversions, drive customers to high-value offerings, reduce churn rates and highlight new features. Customers of WalkMe report greater conversion rates, lower development costs, and an increase in adoption rates.