

There's no better time to set some goals.

How to use:

When setting objectives, it's important to explain how we plan to achieve our ambitions.

We should always start with the business objective, translate this into marketing objectives and finally into our communications objectives. This helps everyone understand the big picture as well as the detail of what we are trying to achieve.

Example:



John Lewis 2016

Please note: This example is simply used to showcase the interconnectivity of objectives. By using "by" we are showing how we expect to achieve an outcome. When setting objectives for ourselves we need to ensure we make them SMART.

Five steps to setting communications objectives:

1. Start with business objectives e.g. sales
2. Set marketing objectives e.g. customer acquisitions
3. Set communications objectives e.g. brand salience
4. Sense-check: are your objectives SMART
(Specific / Measurable / Achievable / Relevant / Time-Bound)
5. Now it's time to choose channels and set KPIs

Goals

Commercial	Marketing	Communications

A note on measurement

It can be tempting to try to track every piece of data available to us. But it's important to only focus on Key Performance Indicators which demonstrate the value of our communications and activities to the business.

Choose a small number of highly-focused KPIs and make sure they align to your overarching ambitions:

- Marketing e.g. customer lifetime value, brand awareness, NPS.
- Communications (channel-specific) e.g. traffic, downloads, time on site.

Don't track vanity metrics!

Here's a handy chart to ensure you stay on track when selecting your KPIs. Ensure you only track specific metrics that are aligned to your goals and those that are leading indicators of success.

