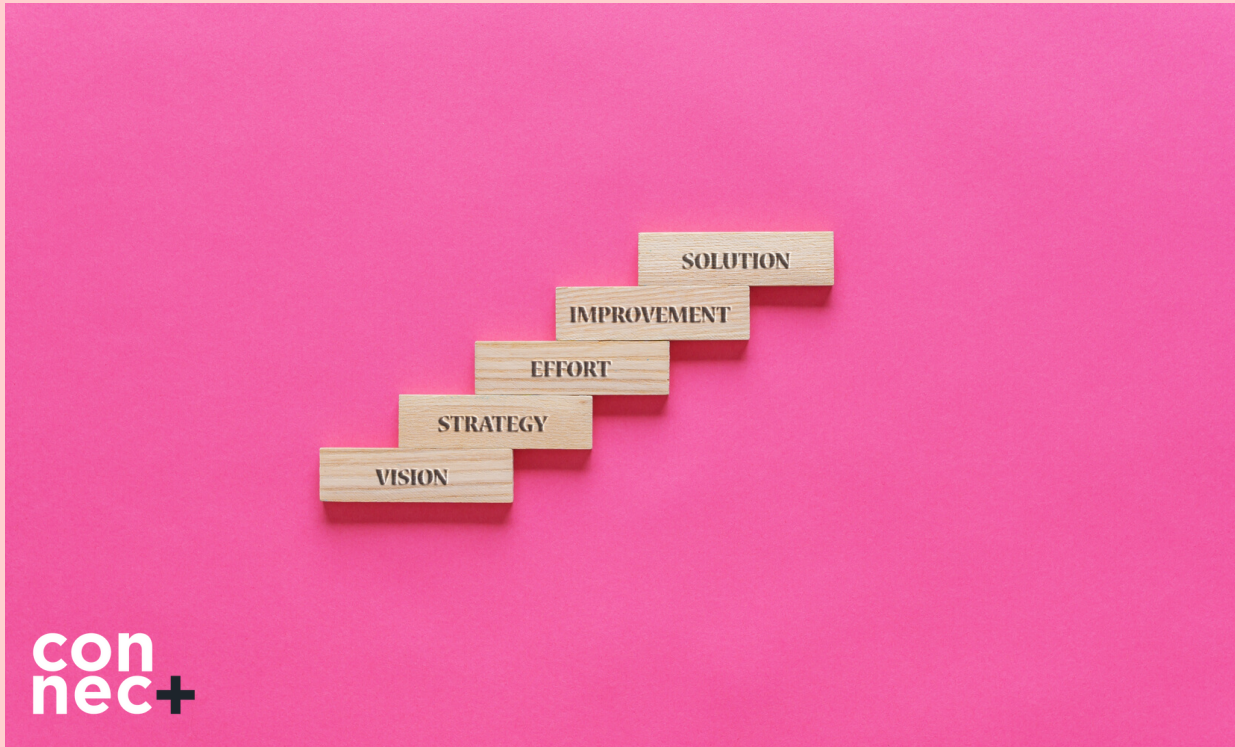


SETTING SMART GOALS

2020



Goal-setting is the common thread between businesses who are successful on social media.

Because they know what they want their campaigns to look like. And they know the exact steps to take to make them happen. From brand awareness to boosting revenue and beyond, it's important for business owners to set specific social media goals.

So why do social media goals matter so much? Because business can't afford to ignore the process of setting goals on social media and more than setting goals for their business. These are the key reasons why specific goal-setting is an absolute must-do for social media:

So now you understand why you shouldn't just "wing it". but how do you actually set social media goals?

Sprout Social recently posed a great question in one of their blogs. "Why is your business active on social media in the first place?"

And now that that has you thinking, their recommendation was to begin with a big-picture objective to make the goal-setting process less intimidating. Their examples were fantastic (we couldn't say it better ourselves!)

Once you have your broad objective, you can then start thinking about actionable goals to inspire your day-to-day social activities.

So you've got your big-picture goals figured out, now it's time to outline your SMART social media objectives. We're sure you know all about the SMART goal-setting framework, but as a reminder SMART is an acronym for:

- **Specific:** Your goals should be clear, simple and defined.
- **Measurable:** This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable:** Is it achievable or is it not possible within your resources?
- **Realistic:** With your current resources of time and money, is it possible to achieve your goals?
- **Timely:** Every goal needs a time frame, whether it's one year or several months.

See how that works? This approach to goal-setting results in direct action that's backed up by data.

Sprout Social has a fantastic example to showing what a SMART Social Media looks like:

In a SMART breakdown, "increase brand awareness in the next 3 months" for a cafe might look something like this:

- **Specific:** Increase brand awareness on your Facebook account within a five-mile radius of the cafe.
- **Measurable:** Increase fan count by 15%. Increase link clicks on posts about the new cafe by 15%. Have an average Post Reach of 1000 people per post.
- **Achievable:** Yes
- **Realistic:** Boost new cafe posts with advertising by \$15 per post, targeting an audience within a five-mile radius. Consider also posting neighborhood specials to get the word out about the cafe.
- **Timely:** 3-month time limit on achieving the goal.

Examples of social media goals in action

With a goal-setting framework established, it's time to figure out which specific objectives make sense for your business.

Below are some social media objectives examples based on the top goals of today's marketers. Bear in mind that most businesses adopt a combination of these objectives rather than a single goal.

Increasing brand awareness

- KPIs: followers, impressions, traffic, share of voice, reach

Raising brand awareness is the most pressing goal among today's brands, although it's also the broadest. In short, brand awareness involves making a lasting impression of your target audience.

- How much are you being talked about versus your competitors?
- Are followers regularly engaging with your content?

Brand awareness represents a long-term game as you uncover a creative trademark that scores consistent engagement.

Generating leads and sales

- KPIs: Sales revenue, lead conversion rate, non-revenue conversions, email sign-ups

No secrets here. Generating leads and sales means translating your social media presence into dollars and cents. This can be done directly through social ads, but also means paying attention to details such as...

- How you funnel your social traffic to relevant landing pages
- Which creatives and calls-to-action you're using on social media
- Who you're targeting with your ads and sales messages

Increasing community engagement

- KPIs: clicks, “likes,” shares, comments, mentions

Encouraging conversations with your target audience goes hand in hand with building a relationship with them.

Although “likes” and shares might be considered vanity metrics by some, such data points can clue you in on whether or not your messaging and content strategy click with your customers. Additionally, community engagement enables you to define your brand voice and make meaningful connections with followers as you go back and forth with them.

Growing your brand’s audience

- KPIs: mentions (via social listening), followers, share of voice, engagement rate, followers

Whether you’re bouncing between multiple networks or are laser-focused on a single platform, growing your audience is non-negotiable.

Key objectives here include figuring out your top-performing content, optimal publishing frequency and running campaigns that attract new followers to your account (think: contests, influencer campaigns).

Increasing web traffic

- KPIs: traffic, link clicks, conversions, email sign-ups, product trials

Not all of your social media goals are tied directly to social media itself. And if you are an ecommerce business this one is key to your success.

Whether it’s sign-ups or sales, it’s critical to keep an eye on how your social followers behave once they become on-site visitors. This is crucial for determining your overall social ROI, as well as which channels and pieces of content result in the most traction.

As a side note, remember that multiple social media goals go hand-in-hand with overlapping metrics. When you increase your brand awareness online, you are also likely increasing your sales. The more you engage positively with your audience, the more they will be willing to talk about your product without being asked to. Keep this in mind as you design your social media strategy.