

RESULTS DRIVEN APPROACH

Marketing Goals Defined: A Checklist in 7 Steps

Identify Company Revenue Goals

To have a realistic target, you need to consider revenues from previous years: What activities occurred to get you there and what new activities need to occur this year to reach target revenue goals?



Identify Conversions Required To Attain Revenue Goals

After you identify the total revenues for your marketing plan, you must quantify how many customers you need to reach that sales goal. If the average sale is \$1,000 per order and your sales target is \$500,000, then you need approximately 500 buyers to purchase your products.



Calculate Past Closing Rates

To identify how many opportunities/leads you need to achieve your goals, turn back to your expected customers. If you want to have 500 consumers for your products and the closing rate is 50%, and half of your opportunities do not convert, then the number of opportunities that you need is 2,000.



Identify How Many Sales Qualified Leads Are Required (SQL's)

A sales qualified lead is known as a prospective customer that is already researched and vetted. All sales qualified leads, after being researched, will be sent to the sales team to start sales process. For example, if you need 2,000 opportunities, you should pass 4,000 SQL's to sales team. Therefore, the percentage for SQL's here is also 50%.



Identify How Many Marketing Qualified Leads Are Required (MQL's)

A marketing qualified lead is a visitor who is likely to become a potential customer. A MQL is recognized when he/she shows interest in the website's content or product and has engaged with the company website for a certain amount of time. To identify the exact rate for a MQL to become a SQL is quite difficult for all enterprises. However, 50% is a safe percentage for a business to stick to. For example, if your e-commerce needs to provide 4,000 SQL's to the sales team, you are expected to obtain 8,000 MQL's.



Calculate the Number of Website Visitors Required

To encourage website visitors, make sure that the content on the landing page is relevant. The more qualified content that the page has, the more time visitors will spend on your site. Based on the number of website visitors and the number of converted customers from those visitors, you can figure out a suitable conversion rate. If your conversion rate is 1.6%, your website will need to have 500,000+ visitors to generate 8,000 MQL's.



Divide Your Website Traffic Marketing Goals Into Phases

It is important for your implementation plan to be separated into smaller phases. The goals for your marketing plan also need to be organized into phases, also known as milestones. One tip when getting started is to set higher goals for the later phases than for the initial phase. After gaining hands-on experience defining your marketing goals, you will undoubtedly get more customers.

