

# SMART MARKETING WORKSHEET



Measure digital marketing channels and campaigns and use data to create clear and focused goals.

**S**  
SPECIFIC

What do I want to happen?

**M**  
MEASUREABLE

How will I know when I have achieved my goal?

**A**  
ATTAINABLE

Is the goal realistic and how will I accomplish it?

**R**  
RELEVANT

Why is this goal important?

**T**  
TIMELY

What is the deadline for this goal?