

# HOW TO SET SMART B2B MARKETING GOALS & OBJECTIVES AND GET REAL RESULTS

## S

### SPECIFIC

In Marketing Land, this means more than “launch Product X demo.” It means “soft launch of Product X demo via webinar to existing public works customers for feedback.”

## M

### MEASURABLE

Measurable means doing something that is, in fact, measurable. For example, “send follow-up survey to webinar attendees to obtain feedback on Product X demo.”

## A

### ATTAINABLE

Is the Product X demo even ready? Do you have a quality email list of public works customers? Do you have the capabilities for developing a webinar campaign, webinar content and follow-up survey? How will you analyze the survey results and make the insights actionable for the product team?

## R

### RELEVANCE

Relevance is the area that marketing folks often lose sight of because they get so caught up in the doing. In short, relevance means, “does your target audience even give a hoot about what you’re trying to tell/sell them?” They better or you’re wasting your time.

## T

### TIME-BOUND

Time-bound stuff is what we fear most and need most in Marketing Land. In this case, what is the date of the Product X demo webinar? When are you sending the follow-up survey? When will you have results compiled and provided to the product team? You’ve gotta commit to hard dates and schedule all of the details and deadlines.