

Goal one

Original goal one: “Plantology Lab will boost brand awareness.”

SMART Goal one: “Plantology Lab will boost brand awareness with a new marketing and sales strategy and website update that will increase page views by 2K per month by the end of the year.”

Goal one questions

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response: The goal is specific because it’s clear what Plantology Lab needs to do to achieve it (update the website and create a marketing and sales strategy to boost customer awareness of the brand).

What makes this goal measurable? Does it include metrics to gauge success?

Response: The goal is measurable because it sets a metric of a 2K monthly increase in monthly page views.

What makes this goal attainable? Is it realistic given available time and resources?

Response: The goal is attainable because the team has a full year to plan and execute the strategy. Two thousand additional page views per month is an increase of about 15%, which is in line with the results of previous marketing campaigns.

What makes this goal relevant? Does it support project or business objectives?

Response: The goal is relevant because increased brand awareness can bring in new customers. New customers should mean more sales, so this goal supports the project objective of increasing revenue by 5% by the end of the year.

What makes this goal time-bound? Does it include a timeline or deadline?

Response: The goal is time-bound because it sets a deadline of the end of the year.

Goal two

Original goal two: “Plantology Lab will raise their customer retention rate.”

SMART goal two: “Plantology Lab will raise their overall customer retention rate by 10% by the end of the year by implementing a new Operations & Training plan for the Plants service.”

Goal two questions

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response: The goal is specific because it’s clear what Plantology Lab needs to do to achieve it (Implement an Operations & Training plan that will improve on existing customer service standards and boost efficiency).

What makes this goal measurable? Does it include metrics to gauge success?

Response: The goal is measurable because it sets a metric of a 10% increase in customer retention rates.

What makes this goal attainable? Is it realistic given available time and resources?

Response: The goal is attainable because customer retention is already high and a large percentage of existing customers have expressed interest in the service. Many former customers have also stated that they left for landscapers that offered additional services, like Plant Pals.

What makes this goal relevant? Does it support project or business objectives?

Response: The goal is relevant because raising customer retention should lead to increased sales, which supports the project objective of increasing revenue by 5% by the end of the year.

What makes this goal time-bound? Does it include a timeline or deadline?

Response: The goal is time-bound because it sets a deadline of the end of the year.