



Goal One

Original goal	"Grow the email subscriber list by the end of September"
SMART goal	<i>Grow the email subscribers by 12000 people by the end of September by launching a referral program that offer discounts and partnering with social and paid media specialists</i>

Question	Response
What makes this goal specific?	It shows what need to be done briefly and that is referrals programs and paid ads
What makes this goal measurable?	Yes, it is measurable because it includes how many subscribers their need to add each month
What makes this goal attainable?	market research indicates that 2,000 per month is a reasonable target (meeting notes)
What makes this goal relevant?	This goal is relevant to increase active customers because more subscribers (leads) means potentially more customers
What makes this goal time-bound?	The end of September

Goal Two

Original goal	"Increase the monthly conversion rate"
SMART goal	<i>Increase the average monthly conversion rate by 2% within 6 months of launch Through segmenting the email list for the new for all line of products</i>

Question	Response
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What makes this goal specific?	Segmenting the list make this goal specific
What makes this goal measurable?	Monthly increase of 7%. The company can easily measure their success
What makes this goal attainable?	The goal is attainable because it is in line with industry benchmarks.
What makes this goal relevant?	Increasing subscribers conversion rates leads automatically to new customers
What makes this goal time-bound?	Within 6 months is the time-bound