



FAVORS MARKETING LESSONS

Marketing Goals Worksheet

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Learning Objectives

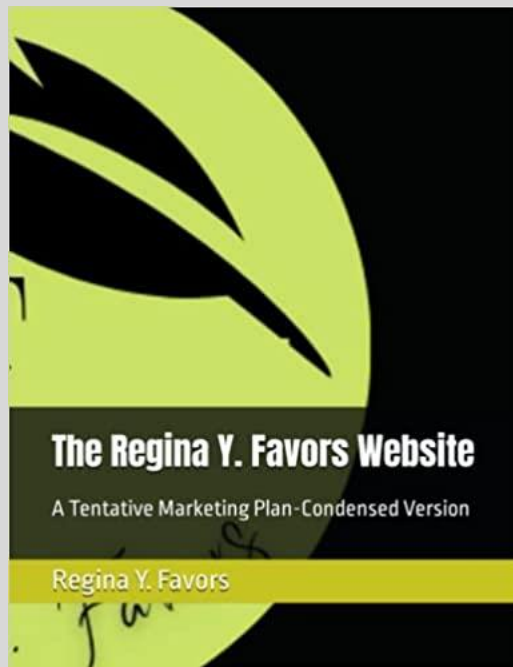
By the end of this marketing lesson, you will be able to do the following:

- Review sample marketing goals.
- Outline tentative marketing goals for your product and/or service.
- Write a preliminary draft of tentative marketing goals.

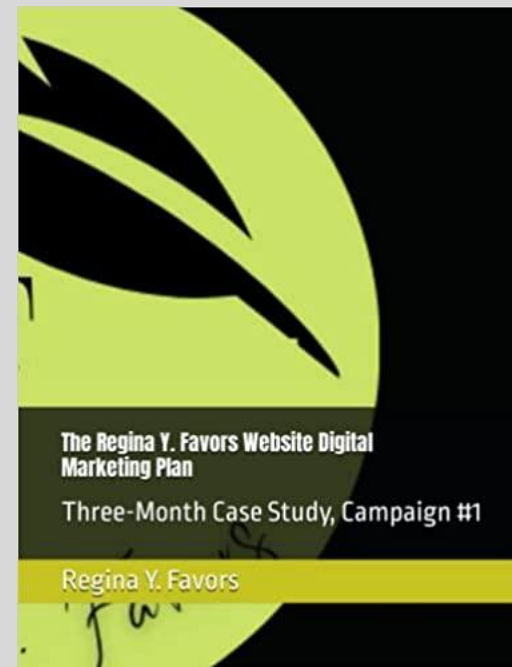


Learning Resources

Tentative Marketing Plan



Digital Marketing Plan, Ad Campaign #1





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Overview

- Concept introduction.
- Concept exploration.
- Concept application.
- Pic Source: [Dreamstime](#)



What are Marketing Goals?



- Marketing goals are defined as specific goals explored within a marketing plan.
- Marketing goals can be tasks, quotas you want to meet, and related performance-based benchmarks.
- The more explicit your marketing goals are, the more likely you will be able to measure success.
- Four common marketing goals include:
 - Build your brand.
 - Generate leads.
 - Educate the market.
 - Convert consumers to customers.





Sample Marketing Goals

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.





SAMPLE APPLICATION

Favors Life Coaching Solutions

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What is Favors Life Coaching Solutions?

Overview

Favors Life Coaching Solutions is a marketing solutions provider catering to emerging small business owners and online-based companies

Vision

The vision of Favors Life Coaching Solutions is to be the preferred provider of marketing solutions for small business owners entering the life coaching industry.

Mission

The mission of Favors Life Coaching Solutions is to create an online networking resource for individuals interested in marketing their life coaching products.

Business Initiatives

The business initiatives of Favors Life Coaching Solutions include introducing categories of the company's marketing solutions products, facilitating marketing planning workshops for small business owners, and becoming a vendor for a local and/or nationwide conference for online marketing professionals.

Build Brand Awareness

Favors Life Coaching Solutions will build brand awareness by creating digital ads and marketing those ads on at least two social media platforms, Facebook and Instagram, to introduce the company and its service offerings to the online community.

- Pic Source: [The Economic Times](#)





Drive Traffic to Website

Favors Life Coaching Solutions will drive traffic to the main website by creating digital ads and adding references to the website and ensuring links are visible in the post.





Create Targeted Online Consumer Base

Favors Life Coaching Solutions will utilize the data deriving from the first digital advertising campaign and tailor new ads based on the highest reach of customers visiting the website and the Facebook page. This will help to determine the online consumer base.

In addition, Favors Life Coaching Solutions will join different Facebook groups focused on online marketing and post digital ads, if permitted, or content that links back to the Facebook page and/or the website.



Create a Buyer's Persona

Description

Favors Life Coaching Solutions will analyze the data derived from the first digital advertising campaign to determine the age and gender distribution of online visitors to the website and to the social media platforms.

Visitors who respond by leaving a comment or liking and/or sharing the digital ad inform the company of reach and type of reach as well as projected reach.

Categories

- Demographics
- Professional Roles
- Values and Goals
- Challenges
- Influence Sources
- Buying Decision



Create Customers Who Buy

Favors Life Coaching Solutions will create digital ads that link to the online store so that online consumers can access the list of products and determine their purchasing options.





Send Emails Encouraging Testimonials

Favors Life Coaching Solutions will develop an email campaign based on attendance at a local book fair and/or business conference by offering a gift to booth visitors if they supply an email address.

Then Favors Life Coaching Solutions will determine the digital ad, ad campaign, distribution, and frequency of email marketing, which will link to the online store and company website.

- Pic Source: [Pixabay](#)



Assess Returning Customers



Favors Life Coaching Solutions will define the category of “returning customer” after there has been significant and consistent sales based on the type of marketing product.

Creating and facilitating workshops on product marketing is also part of establishing and measuring marketing goals.

- Pic Source: [Single Grain](#)





Your Next Tasks

- Review your company's mission statement.
- Review the sample marketing goals.
- Begin to apply one of the marketing goals to your current marketing efforts.
- Research sample marketing plans.
- Write an outline of your thoughts and marketing plans.
- Pic source: [FlexJobs](https://www.flexjobs.com).





About Favors Marketing Lessons (FMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

- Contact: The Regina Y. Favors Website
- Website: www.reginayfavors.com
- Amazon Author Page: [amazon.com/author/reginayfavors](https://www.amazon.com/author/reginayfavors)

