

Marketing Objectives & KPIs Sample Document

1. Overview

This document outlines the key marketing objectives and the corresponding Key Performance Indicators (KPIs) to track progress and measure success.

2. Marketing Objectives

1. Increase Brand Awareness

Raise awareness of the company's brand among the target audience.

2. Drive Website Traffic

Increase the number of visitors to the official website.

3. Generate Qualified Leads

Acquire leads that meet specific target criteria.

4. Improve Customer Engagement

Foster interactions and meaningful relationship with customers across digital channels.

5. Boost Sales Revenue

Increase sales generated from marketing campaigns.

3. Key Performance Indicators (KPIs)

Objective	KPI	Target	Frequency
Increase Brand Awareness	Social media reach, Brand mentions	+25% social reach in 6 months	Monthly
Drive Website Traffic	Website sessions, Unique visitors	50,000 sessions/month	Monthly
Generate Qualified Leads	Number of qualified leads	200 leads/month	Monthly
Improve Customer Engagement	Newsletter open rate, Social interactions	Open rate > 30%, 1,000 interactions/month	Monthly
Boost Sales Revenue	Sales from campaigns, Conversion rate	\$50,000/month, 5% conversion rate	Monthly

4. Notes

- KPIs should be reviewed and adjusted quarterly.
- Targets may vary based on market conditions and campaign performance.