

# 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.