

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 3

5 factors in relation to business goals, setting them and their impact on your marketing approach

In this episode, we talk about the 5 key topics in relation to goals – the importance of business goals, how to set them and their impact on your marketing approach. Whatever marketing approach or activity we believe is going to work, it must always come back to some type of goal and measure.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

1. Where are you aiming? Set some tangible goals.

2. What's your tangible plan to reach your goals? What will your actions be to achieve them?

3. Which of your business goals are related to your marketing goals?

4. How will your business goals impact your marketing activity? E.g. Modest marketing activity to achieve modest business goals?

5. Document what your ROI on marketing looks like in tangible numbers. E.g. for every \$1 of marketing investment, I would like a return of \$2 business revenue.
