Example digital platforms and goals spreadsheet

Media Platform	Goal 1	Goal 2	Goal 3	Micro conversion	Macro conversion	Metric	Method of measure	SMART Goal
Website	Website: Inform and engage website visitors.	Website: Offer data-rich content that is useful and compels the client to return.	Website: Build each page around specific search phrases to ensure effective SEM.	Website: Download free templates and fact sheets, contact initiated via pop up chat box.	Website: Purchase premium content or book paid consultation.	Website: Number of visitors to the website. Conversion rate of landing pages.	Website: Google analytics, Sales enquiries, sales revenue.	Website: To increase CTRs and conversions by 5% in 6 months.
	Website Blog: Increase awareness of brand.	Website Blog: Educate the customer about the brand.	Website Blog: Inform customers about industry news / trends.	Website Blog: Read blog posts	Website Blog: Share blog post on Social Media.	Website Blog: Number of shares on Social Media.	Website Blog: Google analytics	Website Blog: To increase blog shares by 10% in 6 months.
Emails MailChimp	To teach potential customers about the brand and how the brand can help them.	To provide trusted, engaging and data rich communications and increase the CTR.	To engage clients with a CTA through special offers and exclusive downloadable content.	Email is opened and read.	Recipient clicks through to landing page for offers or downloadable content.	Number of active email subscribers, open rates and CTR's.	MailChimp reporting and monitoring tool.	To have an open rate of 20% and a CTR of 4% within 6 months.
Facebook	To build awareness of brand and inform users about services offered.	To create engaging data rich content that is shareable.	To create a two way conversation channel with clients and social media users through comments and messaging.	Users like and follow page, engage with posts, and communicate with other followers. Tag company page in posts.	Click through to website, positive review posted to page and consultation bookings direct from Facebook post.	Social media community size and engagement.	Facebook analytics, Google analytics.	To increase participation with Facebook posts by 5% within 6 months.
LinkedIn	To share data rich industry information by means of LinkedIn Articles and get blog shared on LinkedIn Pulse.	To create a network of peers and clients who can engage with each other and share their knowledge and experiences.	To build brand awareness within industry networks ad make favourable associations.	Users follow the brand and engage in conversations.	Click through to website, positive review posted and consultation bookings made through direct contact in LinkedIn post.	Social media community size and engagement.	LinkedIn Analytics Dashboard, Google Analytics	To have 2 blog posts published to LinkedIn Pulse within 3 months.
Twitter	To share current trends and data rich industry news with followers.	To identify current trends and news within the marketing and branding industry.	To create brand awareness and create favourable associations.	Users follow the brand, use brands trending hashtag, re-tweet, mark tweet as favourite and comment on tweets.	Click through to website, post positive review and mention @companyname	Social media community size and engagement.	Twitter Analytics, Google analytics	To increase Twitter followers by 10% within 3 months.

CTR = Click Through Rate   CTA = Call to Action