

## Goal one

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**Original goal one:** “Office Green will boost brand awareness.”

**SMART Goal one:** “Office Green will boost brand awareness with a new marketing and sales strategy and website update that will increase page views by 2K per month by the end of the year.”

### Goal one questions

**What makes this goal specific? Does it provide enough detail to avoid ambiguity?**

**Response:** The goal is specific because it’s clear what Office Green needs to do to achieve it (update the website and create a marketing and sales strategy to boost customer awareness of the brand).

**What makes this goal measurable? Does it include metrics to gauge success?**

**Response:** The goal is measurable because it sets a metric of a 2K monthly increase in monthly page views.

**What makes this goal attainable? Is it realistic given available time and resources?**

**Response:** The goal is attainable because the team has a full year to plan and execute the strategy. Two thousand additional page views per month is an increase of about 15%, which is in line with the results of previous marketing campaigns.

**What makes this goal relevant? Does it support project or business objectives?**

**Response:** The goal is relevant because increased brand awareness can bring in new customers. New customers should mean more sales, so this goal supports the project objective of increasing revenue by 5% by the end of the year.

**What makes this goal time-bound? Does it include a timeline or deadline?**

**Response:** The goal is time-bound because it sets a deadline of the end of the year.

## Goal two

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**Original goal two:** “Office Green will raise their customer retention rate.”

**SMART goal two:** “Office Green will raise their overall customer retention rate by 10% by the end of the year by implementing a new Operations & Training plan for the Plant Pals service.”

### Goal two questions

**What makes this goal specific? Does it provide enough detail to avoid ambiguity?**

**Response:** The goal is specific because it’s clear what Office Green needs to do to achieve it (Implement an Operations & Training plan that will improve on existing customer service standards and boost efficiency).

**What makes this goal measurable? Does it include metrics to gauge success?**

**Response:** The goal is measurable because it sets a metric of a 10% increase in customer retention rates.

**What makes this goal attainable? Is it realistic given available time and resources?**

**Response:** The goal is attainable because customer retention is already high and a large percentage of existing customers have expressed interest in the service. Many former customers have also stated that they left for landscapers that offered additional services, like Plant Pals.

**What makes this goal relevant? Does it support project or business objectives?**

**Response:** The goal is relevant because raising customer retention should lead to increased sales, which supports the project objective of increasing revenue by 5% by the end of the year.

**What makes this goal time-bound? Does it include a timeline or deadline?**

**Response:** The goal is time-bound because it sets a deadline of the end of the year.