



BUSINESS GOALS TEMPLATE

(renew quarterly)

Use this printable planner to outline your overall marketing goals. Don't forget to break down the steps you want to achieve your overall goal.

1

Complete a brief statement outlining your marketing vision.

Define Vision:

5-10 years

2

In 3 bullets, list your marketing strategies for your brand.

Define Strategy:

2 years

3

Write out the top most important focus for this year.

Define Yearly Focus:

1 year

Objectives & Results (renew quarterly)

Objective 1: Brand presence

Key Results

MEASURED BY

DEADLINE (MM/YY)

Objectives & Results (renew quarterly)

Objective 2: Content creation

Key Results

MEASURED BY

DEADLINE (MM/YY)

Objectives & Results (renew quarterly)

Objective 3: Achieve record metrics

Key Results

MEASURED BY

DEADLINE (MM/YY)



WEEKLY PLANNING (PPP) SHEET

Fill out weekly (end of week preferred)

PROGRESS | What did you accomplish this week?

PLANS | What did you plan to accomplish next week?

PROBLEMS | What possible problems do you run into?

DEFINED OUTCOMES | Define measurement of success for next week