

## BUSINESS OBJECTIVES

Example: Increase your revenue by 10%.

### MARKETING OBJECTIVE #1

<p>Select one from below:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Attract right traffic</li> <li><input type="checkbox"/> Convert traffic to prospects</li> <li><input type="checkbox"/> Engage &amp; qualify prospect</li> <li><input type="checkbox"/> Identify sales ready leads</li> </ul>	<p>Describe objective here. Example: Add 100 more leads per month to the funnel.</p>	<p>Actionable? Y / N</p>
	<p>What's in the way? Describe barriers here. Example: Website lacks content to drive form fills.</p>	<p>Metric?</p>

### MARKETING OBJECTIVE #2

<p>Select one from below:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Attract right traffic</li> <li><input type="checkbox"/> Convert traffic to prospects</li> <li><input type="checkbox"/> Engage &amp; qualify prospect</li> <li><input type="checkbox"/> Identify sales ready leads</li> </ul>	<p>Describe objective here.</p>	<p>Actionable? Y / N</p>
	<p>What's in the way?</p>	<p>Metric?</p>

### MARKETING OBJECTIVE #3

<p>Select one from below:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Attract right traffic</li> <li><input type="checkbox"/> Convert traffic to prospects</li> <li><input type="checkbox"/> Engage &amp; qualify prospect</li> <li><input type="checkbox"/> Identify sales ready leads</li> </ul>	<p>Describe objective here.</p>	<p>Actionable? Y / N</p>
	<p>What's in the way?</p>	<p>Metric?</p>