

Quick Tips – Marketing Objectives

In today's business climate, the Marketing function at many organizations is being challenged as never before to deliver meaningful results.

This means professional marketers must increasingly create formal plans that outline the specific objectives the money they are spending will achieve.

The following is a list of some of the more common areas objectives are set for (in alphabetical order).

Awareness (aided and unaided)	Sales cycle times
Channels (sales level)	Sales growth (revenue and volume)
Conversion (leads to customers)	Share of voice (total industry ad spending)
Cost per lead	Trial usage
Cost per acquired customer	
Customer churn	
Customer mix/dependency risk	
Customer penetration/share of wallet	
Customer re-activation	
Customer satisfaction	
Lead volume/quality	
Market share	
Media coverage/mentions	
New market entry	
New product/service introductions/contribution	
Number of new customers	
Percent of sales from specific product/service lines	
Positioning/image	
Price yield	
Profit margin/contribution level	
Revenue/unit	



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