

Regina Y. Favors Website

Marketing Goals Worksheet

Part of the Favors Marketing Lessons

Regina Y. Favors

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MARKETING GOALS WORKSHEET

A tentative marketing plan includes both a digital advertising plan and a social media marketing plan. It is important to create marketing goals for these types of plans to ensure measurable results. Without setting goals, it would be difficult to measure success incrementally and comprehensively.

For example, if you set a marketing goal to build brand awareness, which social media platform will you use to execute that goal? This is an important question because once you understand the platform, then you can determine the budget as well as the advertising campaign timeline. Here are examples of marketing goals discussed within this worksheet and applied to a sample case study for Favors Life Coaching Solutions:

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.

These marketing goals may be general, but they are measurable and useful for determining if you are meeting your marketing goal objectives.

Therefore, keep these ideas in mind as you complete this worksheet for setting marketing goals. Included is a quick example of how you might utilize all the marketing goals for the following company, a small business owner who just finished completing a life coaching certification.

LEARNING OBJECTIVES

By the end of this worksheet, students and workshop participants will be able to do the following:

- Review a sample company's marketing goals.
- Outline tentative marketing goals.
- Write a preliminary draft of tentative marketing goals.

The tentative marketing plan template introduces the concept for exploration and application in a fully developed tentative marketing plan.

VIDEO LESSONS

To complete this Marketing Goals Worksheet, review the following video titles:

- [Favors Marketing Lessons: Marketing Goals Worksheet](#)
- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)

The first video is the primary video connected to the worksheet. There are additional videos available on YouTube. Here are the titles and links:

- [Favors Marketing Lesson: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

It functions as an online workshop prepared for a small business owner specializing in digital marketing. Use of the video is subject to fair use.

LEARNING RESOURCES

The learning resources for this marketing goals worksheet are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1. Here are the links to the resources:

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)

Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: www.reginayfavors.com
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>
- Instagram: <https://www.instagram.com/reginayfavors/>

- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>
- YouTube: <https://www.youtube.com/@reginayfavors>

FORTHCOMING TITLE

The following title is in progress.

- Favors Marketing Lessons 101: A Workbook and Action Planning Guide

It will house all the worksheets and references to online lessons.

Please review this worksheet for insight.

SAMPLE COMPANY: FAVORS LIFE COACHING SOLUTIONS

The following sample company encourages emerging small business owners to invest in obtaining marketing solutions for their physical and online products.

FAVORS LIFE COACHING SOLUTIONS

Favors Life Coaching Solutions is a marketing solutions provider catering to emerging small business owners and online-based companies.

VISION STATEMENT

The vision of Favors Life Coaching Solutions is to be the preferred provider of marketing solutions for small business owners entering the life coaching industry.

MISSION STATEMENT

The mission of Favors Life Coaching Solutions is to create an online networking resource for individuals interested in marketing their life coaching products.

BUSINESS INITIATIVES

The business initiatives of Favors Life Coaching Solutions include introducing categories of the company's marketing solutions products, facilitating marketing planning workshops for small business owners, and becoming a vendor for a local and/or nationwide conference for online marketing professionals.

MARKETING GOALS

The following list represents marketing goals for Favors Life Coaching Solutions, a marketing solutions provider for emerging small business owners. They are tentative.

Build Brand Awareness

Favors Life Coaching Solutions will build brand awareness by creating digital ads and marketing those ads on at least two social media platforms, Facebook and Instagram, to introduce the company and its service offerings to the online community.

Drive Traffic to Website

Favors Life Coaching Solutions will drive traffic to the main website by creating digital ads and adding references to the website and ensuring links are visible in the post.

Create Targeted Online Consumer Base

Favors Life Coaching Solutions will utilize the data deriving from the first digital advertising campaign and tailor new ads based on the highest reach of customers visiting the website and the Facebook page. This will help to determine the online consumer base. In addition, Favors Life Coaching Solutions will join different Facebook groups focused on online marketing and post digital ads, if permitted, or content that links back to the Facebook page and/or the website.

Create a Buyer's Persona

Favors Life Coaching Solutions will analyze the data derived from the first digital advertising campaign to determine the age and gender distribution of online visitors to the website and to the social media platforms. Visitors who respond by leaving a comment or liking and/or sharing the digital ad inform the company of reach and type of reach as well as projected reach.

Create Customers Who Buy

Favors Life Coaching Solutions will create digital ads that link to the online store so that online consumers can access the list of products and determine their purchasing options.

Send Emails Encouraging Testimonials

Favors Life Coaching Solutions will develop an email campaign based on attendance at a local book fair and/or business conference by offering a gift to booth visitors if they supply an email address. Then Favors Life Coaching Solutions will determine the digital ad, ad campaign, distribution, and frequency of email marketing, which will link to the online store and company website.

Assess Returning Customers

Favors Life Coaching Solutions will define the category of “returning customer” after there has been significant and consistent sales based on the type of marketing product. Creating and facilitating workshops on product marketing is also part of establishing and measuring marketing goals.

Now that you have some understanding of how to create and facilitate marketing goals, be sure to establish realistic goals that you and your company can handle and use to move the company forward. The following is the Marketing Goals Worksheet. Think about your company, your mission, and what you hope to accomplish with your products and services.

YOUR COMPANY

Describe your company. Use the following template:

My company's name is _____.

We have been in business for _____. We sell and provide

_____.

Our company provides services for _____.

We are an emerging small business dedicated to

_____.

Our vision is to be the preferred provider of

_____.

Our mission is to serve

_____.

Now use the company description as a guide to complete the marketing goals.

Build Brand Awareness

Drive Traffic to Website

Create Targeted Online Consumer Base

Create a Buyer's Persona

Create Customers Who Buy

Send Emails Encouraging Testimonials

Assess Returning Customers

JOURNAL

Journal any concerns you might have regarding this process. This will help you to discern what you need to do before moving forward in creating digital ads.

WHAT ARE YOUR NEXT STEPS?

Consider your next steps as actions that you will need to commit to set, endure, and complete one of your marketing goals. In other words, begin the process by taking the first step.

ABOUT FAVORS MARKETING LESSONS (FMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

ABOUT FAVORS BUSINESS SOLUTIONS (FBS)

Favors Business Solutions (FBS) is the commercial arm of the Regina Y. Favors Website, which supports the tenets of the Regina Y. Favors Learning Center, d.b.a. Favors Learning Center. As a newly developed entity, FBS provides the following products and services:

- Marketing plans
- Digital advertising campaign planning and consulting
- Ghostwriting for business and self-help topics
- Technical writing services, including handbooks and training manuals
- Event planning research
- Video and learning materials, including marketing lessons and downloadable worksheets
- Workshop facilitation and development
- Marketing templates
- Sample case study development

The vision of Favors Business Solutions is to be the preferred provider of online business lessons and educational materials. The mission of Favors Business Solutions is to educate, prepare, and provide consulting to small business owners in helping them meet their online marketing needs.

PUBLICATIONS

Favors Marketing Lessons produces online learning materials that are downloadable, and video based. Books and guides may be forthcoming. Favors Marketing Lessons is preparing an online teaching mechanism for emerging small business owners through one or more platforms.

Favors Business Solutions writes and produces a portfolio of sample documents for commercial and educational use, some of which are subject to fair use under U.S. copyright law.

REGINA Y. FAVORS WEBSITE

The Regina Y. Favors Website has written and self-published to date a tentative marketing plan for the site (full and condensed) and is currently marketing and promoting the first advertising campaign of the digital marketing plan. The website is undergoing a digital marketing plan, which includes event preparation and planning for an upcoming 2023 book fair.