

S.M.A.R.T. GOALS DEVELOPED FOR

Provision Esthetics Website

Specific Goals	Measurable Goals	Attainable Goals	Realistic Goals	Timely Goals
<ul style="list-style-type: none"> Recommend/Share course on social media. 	<ul style="list-style-type: none"> Use business and personal connections to increase course awareness. Count the number of social media LIKES/SHARES. Count the number of page views through web server log statistics. Manually count the number of telephone and email inquiries about courses. 	<ul style="list-style-type: none"> For each NEW course, manually share a link to the detail page for that course on social media along with a call to action to EMAIL or PHONE for additional information. When an EXISTING course is REPEATING, manually share a link to the detail page for that course on social media along with a call to action to EMAIL or PHONE for additional information. 	<ul style="list-style-type: none"> Increase brand awareness by 30% Track the number of page views, along with telephone and email inquiries. 	<ul style="list-style-type: none"> Over a two month period
<ul style="list-style-type: none"> Track Customer inquiries from the Contact Us page for later analysis and marketing. 	<ul style="list-style-type: none"> The site will generate 200 unique visitors, measured by Google Analytics. Count the number of email and telephone inquiries using a manual log. 	<ul style="list-style-type: none"> Generate 20 inquiries about upcoming courses through email or phone inquiries. 	<ul style="list-style-type: none"> Convert 4 inquiries into course registrations 	<ul style="list-style-type: none"> Within two months' time.