**What are your marketing goals and objectives?**

Use the table for prioritising your social media marketing goals.

Tick those that apply to you and your business.

There are blank rows below if you wish to add your own goals and objectives.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal** | **5S category** | **R.A.C.E.** | **5’s** | **√** |
| 1 | Improve leads through increased reach | Reach | Sell |  |
| 2 | Improve sales through increased reach | Reach | Sell |  |
| 3 | Improve sales through conversion increase | Convert | Sell |  |
| 4 | Improve sales through customer communications | Engage | Sell |  |
| 5 | Engage customers in dialogue | Engage | Speak |  |
| 6 | Communicate product and offer information | Engage | Speak |  |
| 7 | Gain customer feedback from dialogue | Engage | Speak |  |
| 8 | Encourage customer advocacy | Engage | Speak |  |
| 9 | Collaborate with influencers and partners (E-PR) | Engage | Speak |  |
| 10 | Encourage multichannel actions | Act | Speak |  |
| 11 | Encourage web self-service | Act | Service |  |
| 12 | Identify and resolve problems | Act | Serve |  |
| 13 | Reduce costs | Act | Save |  |
| 14 | Change brand perception | Act | Sizzle |  |
| 15 | Add value to customer through improved brand experience | Act | Sizzle |  |
| 16 | Manage reputation | Engage | Sizzle |  |
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