

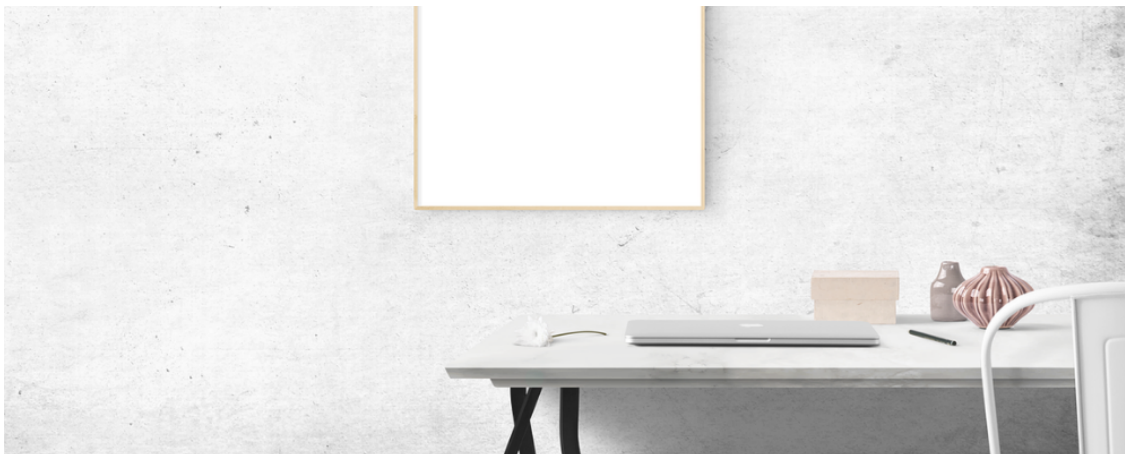
# Spectrum Net Designs

CREATING WEB SOLUTIONS

*Serving you by creating web solutions for over 20 years.*

January | 2021

**Romans 8:38-39:** *For I am convinced that neither death nor life, neither angels nor demons, neither the present nor the future, nor any powers, neither height nor depth, nor anything else in all creation, will be able to separate us from the love of God that is in Christ Jesus our Lord.*



## Ring in the New Year by Setting New Goals!

The new year is an exciting time to try new things and start new habits. It is also a great time to take a few minutes to set or review your marketing goals for 2021. Goals can be a huge help when it comes to being organized and being productive!

### Time To Set Some SMART goals

While setting a goal is a great first step, it's important to make sure you are setting the right goals. SMART goals are the perfect way to make sure your goal is realistic and will save you lots of stress and headaches in the long run. Here's a history lesson for you: SMART goals were developed in 1981 by George Doran, Arthur Miller and James Cunningham in an article they wrote together.

#### What does SMART Stand for?

- **S**pecific (simple, sensible, significant)
- **M**asurable (meaningful, motivating)

- **Achievable** (agreed, attainable)
- **Relevant** (reasonable, realistic, results-based)
- **Timely** (time-sensitive)



## How to Set SMART Goals

- If you're not sure what to base your SMART goals off of, use historical data and industry benchmarks to determine a good starting goal. Remember - don't feel bad if you are below the industry standard!
- Always remember to focus on the bigger picture and make sure that your goals are tied back into the overall strategy of your company/business.

## Examples of SMART Goals

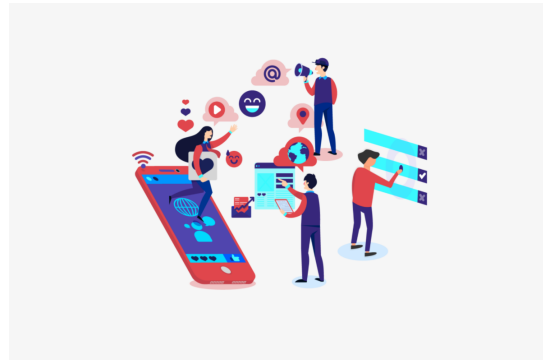
- "I want to increase sales revenue by 20% for the next month in all 5 of my store locations."
- "I want to sell 50 more cupcakes next Monday, compared to last Monday."
- "I am going to increase the market share of our company by 15% by opening another bakery by the end of the year."
- "To increase the number of clicks on my website by 20% in the next 6 months."



## New Year New Goals?

You've got your SMART goals, but now what? Let us help you meet them by crafting a social media plan tailored to your unique business needs and goals. Contact us today!

**[Learn more about our social media marketing services...](#)**



# Reach Your Goals with Spectrum Net Designs

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## In Case You Missed It!



### How to Create a Cohesive Brand Strategy

As a small business, it can be hard to know where to start with branding. After all, it's a whole lot more than just designing a logo and slapping it on all your company materials. Branding is the culmination of everything that your company is and stands for. It shapes how customers perceive your business and interact with your product or service. When done well, branding helps to develop a professional image...

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### Utilizing Social Media for Your Small Business

Small businesses have a huge opportunity to utilize social media to connect with customers and build their brand. However, many companies struggle to define their online presence and will often put social media marketing on the back burner. This needs to change! Small businesses need to start taking advantage of social media to discover all that it can do for them.

[Read More](#)

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