



# HOW TO SET ACTIONABLE MARKETING GOALS & TIMELINES FOR 2025

Set clear, actionable goals tied to realistic timelines to keep your team focused and on track. Here's how:



## FOCUS ON THE BIG PICTURE

Set Your Goals e.g.

**20%**  **5k**   
Increase sales for the year      Increase social media followers

### Think Big

What do you want to achieve by the end of 2025?

Define your main achievement for the year.



## MAKE GOALS SMART

- S**pecific: Set clear and focused goal.
- M**easurable: Include quantifiable targets.
- A**chievable: Set realistic objectives.
- R**elevant: Align with business priorities.
- T**ime-bound: Attach a deadline.



## BREAK GOALS INTO SMALLER MILESTONES

Tackle big goals in manageable steps. e.g.

Month 1: Gain 500 followers via Reels & ads.  
Month 3: Launch a social media campaign.  
Month 6: Reach 10,000 followers through organic and paid strategies.

Outline monthly or quarterly milestones.



## STAY ACCOUNTABLE

Share goals with your team, partners, or an accountability buddy.

Regular check-ins ensure steady progress and adjustments as needed.

Set up weekly/monthly meetings to track progress.



## FOCUS ON HIGH-IMPACT STRATEGIES

Double down on what works.

Evaluate past results to identify strategies with the highest ROI (e.g., SEO, paid ads, email marketing).

Prioritise high-performing tactics. e.g. If paid ads drive conversions, increase your ad spend strategically.



## REVIEW & ADJUST REGULARLY

The business landscape evolves —so should your goals.

Quarterly reviews ensure your strategy remains relevant.

Stay flexible. Adjust goals based on performance and changing priorities.