



# OBJECTIVES TOOLKIT

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**FABRIC**

# YOUR GUIDE TO: SETTING OBJECTIVES YOU CAN SMASH

For any organisation, setting the right objectives is essential to success.

As a marketer, it's crucial to know what you're working towards and this includes having absolute clarity on your business objectives too. If you aren't looking to achieve the same goals as your CEO or senior team, you could be spending time and money on tactics that aren't focused on the long game and don't deliver the impact desired.

Yet, so many business owners keep their financial data and objectives under wraps giving marketers a damn hard job to build a strategy that delivers impact. Ultimately, having clear business objectives defined when developing a marketing plan is the only way you'll get the results your senior stakeholders are looking for – otherwise it's all just a shot in the dark. In this toolkit, we've outlined what you need to do to set and smash your objectives this year.

Linking your marketing and communications goals with your business objectives is the first step to building a thriving strategy. However, we know that sometimes, getting clarity on business objectives is no easy task.

That's why we've also created a dedicated webinar to support you.

We're doing a deep dive into:

- Getting clarity on business objectives
- The importance of the numbers
- Structuring financial conversations with your senior team
- Setting marketing and communications goals that are aligned with the business objectives

Don't miss it!

[Watch here](#)

# HOW TO SET REALISTIC OBJECTIVES

## Step one: Get clarity on your business objectives

If your senior team hasn't shared any information on the business objectives, or maybe doesn't even have this agreed you're not alone...lots of organisations are hugely ambitious but still don't have their objectives fully defined. So, it's your job to make this happen! If you still need to get clarity on your business objectives – we feel your pain! On the next page, you'll find all of the questions you need to ask your board or senior management team to help you get clarity on your business objectives.

## Step two: Set your marketing and comms objectives

Once you've got your business objectives agreed, it's time to set your marketing and communications goals. When setting these, always use the SMART framework.

SMART stands for:

- Specific – your goals should always be clearly defined with no room for grey areas
- Measurable – there should always be a way to evaluate and quantify your goals
- Achievable – your goals should be ambitious but within reach
- Relevant – they should always link back to your business objectives and what your organisation is looking to achieve
- Time-bound – your goals should always be set with a deadline in mind

These are the five most important features of any goals set, stick with these and your strategy will be off to a flying start.

Keep your objectives visible by recording them in the objectives table we've provided in this toolkit. Get your senior management team to agree and sign these off so you have some tangible goals to work towards.

### Step three: Build your implementation strategy around your objectives

Keep your eye on the prize and your business objectives at the forefront of your delivery plan. Review your existing activity and use **buyer personas** to inform your tactical plan. Once you've defined the tactics you plan to use, map out impact vs cost in the priority map at the end of this document. This is a sure-fire way to ensure you remain fully focused on your business objectives as you implement your strategy.

Setting objectives is no easy task, but when you get it right, you'll have the perfect foundations to build and deliver a strategy that gets results. Not only that, it will form the foundations of your measurement strategy and become part of the evidence you'll need to demonstrate your impact, helping you achieve that next promotion or pay rise. So, it's a win win for all!

**BUSINESS  
OBJECTIVES  
QUESTION  
TEMPLATE**

Short-term business objectives – (12 months):

Short-term objectives provide strategic focus for the year ahead.

In order to determine short term business objectives, you should ask your board, senior management team or CEO the following questions.

These will clarify the financial goals your marketing strategy is working to achieve.

The short-term business objectives should ultimately work towards meeting long-term goals.

What are our yearly T/O targets?

What are the GP targets for this year?

What is our % uplift target?

What is our uplift target for the next 6 months?

When does our financial year run from and to?

Do we have any specific financial goals?

i.e. set up new office, expand team or introduce new service offer. What's the estimated cost?

Long-term business objectives  
– (12 months onwards):

Long-term objectives are generally broader, more aspirational and can be harder to nail down. Asking your board, CEO or senior management team will help you clarify the long-term goals you are working towards.

What's the long-term vision for the organisation?

What's the problem is our organisation looking to solve?

Why is our organisation important?

As organisations develop and grow, so do priorities. All goals should be reviewed on a regular basis to ensure they remain relevant and front of mind.

# **RECORDING YOUR OBJECTIVES**

## RECORDING YOUR OBJECTIVES

Once you have your objectives agreed, write them out below and get your senior management team to sign them off so you have some tangible goals to work towards.

Organisation / business objectives:

| Objective                    | Benchmark (if relevant) | Milestone     |
|------------------------------|-------------------------|---------------|
| i.e. increase revenue by 30% | £325,978 per year       | December 2024 |
|                              |                         |               |
|                              |                         |               |
|                              |                         |               |

Marketing and communications objectives:

| Objective                                  | Benchmark (if relevant) | Milestone     |
|--|-------------------------|---------------|
| i.e. Increase leads in from website by 50% | Average 6 per month     | December 2024 |
|  |                         |               |
|  |                         |               |
|  |                         |               |

Objectives sign off

Signature: .....

Name: .....

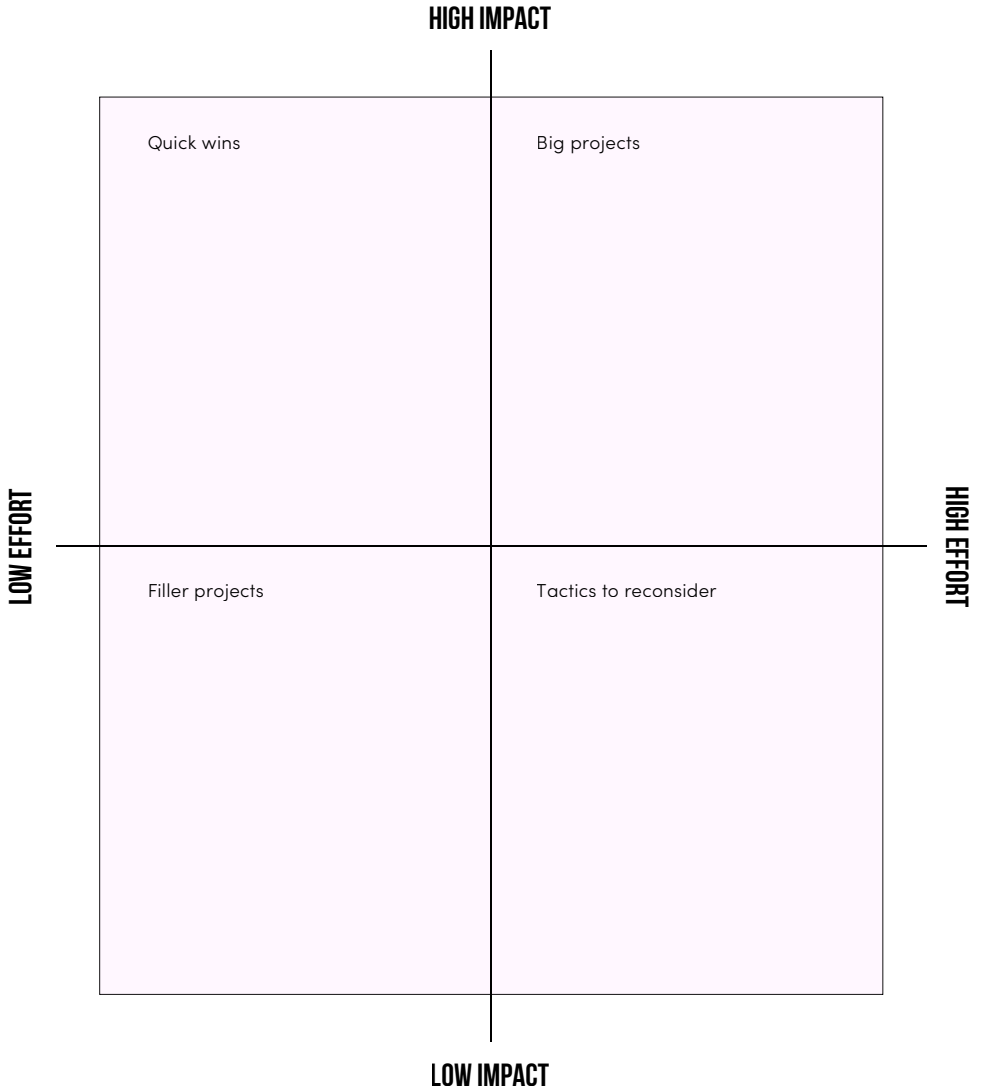
Date: / / .....

Job title: .....

## MAPPING PRIORITIES

Plot each tactic you have planned this year based on how high the impact will be against your business objectives and how much effort/cost it will take to deliver.

You should focus on the high impact, low effort tactics first, high impact, high effort tactics second and the low impact things should take last priority.



## CONGRATS, YOU NOW KNOW HOW TO DEFINE OBJECTIVES

We hope you have found this toolkit valuable and are ready to implement everything you have learnt.

To find out how we can support you in your role, speak to one of the team by emailing [hello@fabric-academy.com](mailto:hello@fabric-academy.com)

Did you know we teach you how to develop objectives in much more detail as part of our Master Strategy Programme?

# AMBITION HAS NO LIMITS



Our programme runs four times per year, in January, April, June and September.

To find out if it's right for you, download the brochure.

Scan the QR code or visit [fabric-academy.com/download-brochure](https://fabric-academy.com/download-brochure) to download our brochure



# MORE ON OBJECTIVE SETTING

Explore these additional resources to compliment your objective setting toolkit.

## Webinar

### Getting Clarity on Business Objectives

In this free webinar, we cover:

- Getting clarity on business objectives
- The importance of the numbers
- Structuring financial conversations with your senior team
- Setting marketing and communications goals that are aligned with the business objectives

[WATCH NOW](#)

## Article

### The Difference Between Business and Marketing Objectives

In this article, we break down the key differences between business and marketing objectives to guide you when setting your own.

[READ HERE](#)

# WHAT OUR COMMUNITY SAY ABOUT US

"My experience with Fabric was invaluable. The amount of relevant and interesting content that was distilled into easily digestible chunks made for really fun learning and I would recommend this programme to anyone wanting to increase their knowledge and skills."

Hannah, Content Manager, West Barn Co

"If you're looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you."

Kim, Marketing Manager, Kia Motors

# 80%

of learners would recommend our course

Data collected as part of an NPS survey

# 100%

of learners absolutely loved the Fabric programme

Data collected as part of a CSAT survey