

## MARKETING ESSENTIALS 101

### IDENTIFYING YOUR MARKETING GOALS – DOWNLOADABLE RESOURCE

#### Identifying your business objectives

What is your art centre trying to achieve?

What is your core problem or challenge?

From where you are now, are you trying to:

- ☐ Grow
- ☐ Pivot
- ☐ Stabilise

Do you want:

- ☐ More sales
- ☐ Art centre visibility
- ☐ Grow customer loyalty

With all this in mind, what are your 1-2 core business objectives?

What are your marketing goals to reach these objectives?

	Business Objective	Marketing goal
1		
2		

**But are your marketing goals SMART?**

Marketing goal 1:

Break your first goal down into the following SMART categories:

<b>S</b>	<b>Specific</b> – what exactly do you want to achieve?
<b>M</b>	<b>Measurable</b> – how will you track your advancement?
<b>A</b>	<b>Achievable</b> – evaluate the feasibility of your goal.
<b>R</b>	<b>Relevant</b> - how does this fit with your broader business objectives?
<b>T</b>	<b>Time-bound</b> – what is the deadline?

Rewrite your SMART goal below:



**Marketing goal 2:**

<b>S</b>	<b>Specific</b> – what exactly do you want to achieve?
<b>M</b>	<b>Measurable</b> – how will you track your advancement?
<b>A</b>	<b>Achievable</b> – evaluate the feasibility of your goal.
<b>R</b>	<b>Relevant</b> – how does this fit with your broader business objectives?
<b>T</b>	<b>Time-bound</b> – what is the deadline?

**Rewrite your SMART goal below:**

## What is your target audience?

Use tools like SAM (Stories Art Money), Google Analytics, eCommerce platforms and Meta Audience Insights to learn more about who is engaged with and buying from your brand.

<b>Age range</b>	
<b>Gender</b>	
<b>Location</b>	
<b>Income range</b>	
<b>Values</b>	
<b>Pain-points</b> (problems that they face, e.g., they might want to buy some Aboriginal art but don't have time to visit the art centre)	
<b>Lifestyle</b>	
<b>Buying behaviour</b>	
<b>How do they spend their time?</b>	
<b>What channels do they use?</b> (Instagram vs LinkedIn? Blogs vs YouTube?)	

## Are your SMART marketing goals right for your target audience?

Are you targeting the right channels? Are you addressing their pain-points? Do you have the right target audience to reach your business objectives?

### What resources do you have?

What is your marketing budget?	
List team members who can support in marketing. What are their responsibilities?	
How much time per week can be put towards marketing?	

### Are your SMART marketing goals right for your resources?

Do you have the right amount of people, time and/or money to achieve your goal?
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### What are your Key Performance Indicators (KPIs)?

	Marketing goal	KPI	How will you measure this?
1			
2			

## What are your marketing efforts now? What is and isn't working?

List your past marketing campaigns/efforts:

Organic channels	Paid channels	Owned channels
SEO (search engine optimisation aka where you rank in Google search), social media, blog content	Google Ads, Meta (Facebook and Instagram) Ads, influencer marketing	Website, email list, e-newsletter, Instagram and Facebook posts

## What works?

<p>What platforms work best? How do you know?</p> <p>For example: Instagram, Facebook, LinkedIn etc.</p>	<p>Where do you get the most likes, comments, saves and/or clicks?</p>
<p>What content types work best? How do you know?</p> <p>For example: video, photos, carousels, reels etc.</p>	

### How do people find you?

How do people hear about the art centre?	
How do people get to the website?  For example: Google, social media and/or email marketing	

### Considering what has worked in the past, what are the best channels to achieve your SMART marketing goals?

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### What are your short- and long-term goals?

#### Marketing goal 1:

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### What can you do in the next 1–3 months to work towards this goal?

1	
2	
3	

### What can you do in the next 6–12 months to work towards this goal?

1	
2	
3	