

INTRODUCTION. How will you know when you've arrived? What you're doing well, and what you're doing poorly? Via Goals and KPIs (Key Performance Indicators). This worksheet helps you think through your Internet marketing goals, whether via SEO or social media marketing.

Hard Goals. What is your marketing goal before the ultimate goal of selling more stuff? Most commonly, it's to capture a sales lead or to directly sell something via eCommerce. What are your goals? And do you have something free to offer before the hard goal such as a "free consultation," "free eBook or download," or "free trial?"

Your goals are:

- Register for something
- Buy Something (e-commerce)
- Other: _____

And do you have something free and non-threatening to offer?

- Yes! You have something free to give away: _____
- No, you don't. Why: _____

Soft Goals. Soft goals refer to things like eWOM (electronic word of mouth), trust indicators, or even ranking on Google. Inventory the goals below and measure their importance to you with -5 being not very important, 0 being neutral, and +5 being very important.

- Rank on Google.** How important is it to rank on relevant keywords on Google / Bing searches?

○ < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

eWOM. Customers talk, and hopefully spread your brand message via electronic word of mouth.

< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Customer Continuum. Nurturing customers from prospect to customer, customer to fan, and fan to evangelist.

< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Reputation Management. Mitigating or neutralizing negative information about your brand online, including “customers from hell.”

< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Trust Indicators / Reviews. Customers often base their decisions on online reviews on sites such as Amazon or Yelp. How important are reviews?

< -5 -4 -3 -2 -1 0 +1 +2 +3 +

Trust Indicators / Other. Customers often base their decisions on things such as an active blog, thought leadership through important commentary, or many Facebook followers. How important are these indicators?

< -5 -4 -3 -2 -1 0 +1 +2 +3 +

One Touch To Many. A single visit to your real world store or eCommerce store online might become a life-long relationship. Staying “top of mind” among your customers.

< -5 -4 -3 -2 -1 0 +1 +2 +3 +

Social Promotion. Effective social media marketing can encourage customers to become brand ambassadors, and market your brand to their friends, family, and colleagues. How important is social promotion and sharing?

< -5 -4 -3 -2 -1 0 +1 +2 +3 +