SMART Goals Framework

November 11, 2026
Translate paid-marketing ambitions into specific, measurable campaign goals.

What this guide covers

- Review current campaign performance.
- Develop objectives using the SMART framework.
- Choose measures and a review schedule.

Who this is for

For marketers planning paid campaigns.

Putting the ideas to use

Use the framework to define a realistic target and monitor progress.

Book details

Format: Guide. Pages: 14. Words: 880.

Download availability: After payment, download the complete ZIP package or the included PDF separately.