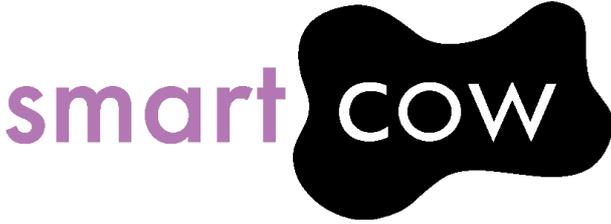
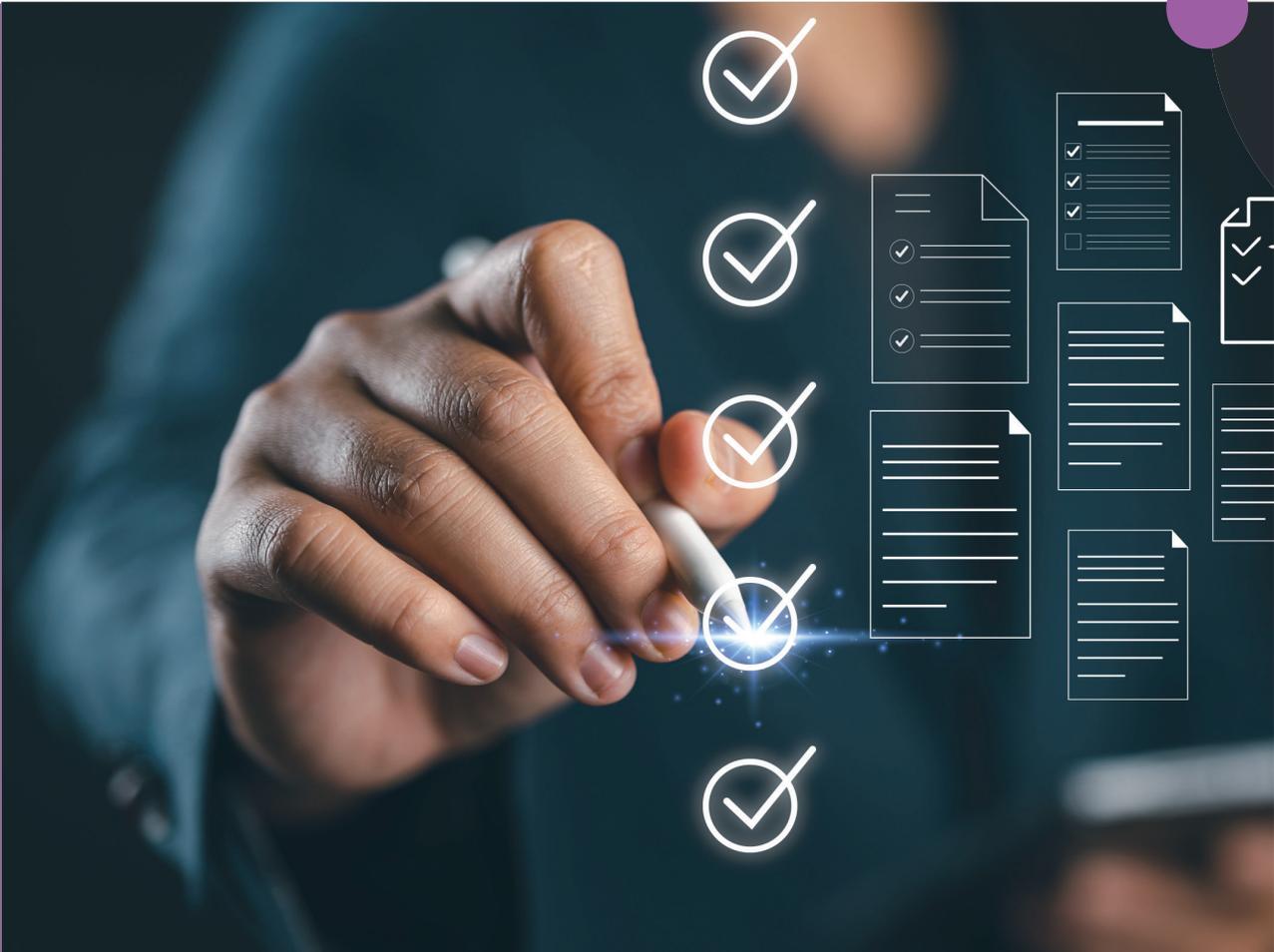


2026



Marketing Goals Checklist for Small Businesses



Foundations First

Welcome.



Simon Cripps

As the founder and driving force behind Smart Cow, I'm passionate about helping businesses unlock their full potential through strategic, results-driven digital marketing. With years of experience navigating the ever-changing online landscape, I've developed a proven approach that blends creativity, data, and technology to deliver measurable growth.

My mission is simple: to empower brands to stand out, connect with their audience, and achieve goals that truly matter.

At Smart Cow, I specialise in crafting tailored marketing strategies that go beyond the basics. From SEO and content marketing to social media campaigns and conversion optimisation, I understand what it takes to turn ideas into impact.

Whether you're looking to build brand awareness, generate leads, or scale your business, I bring the expertise and insight to make it happen.

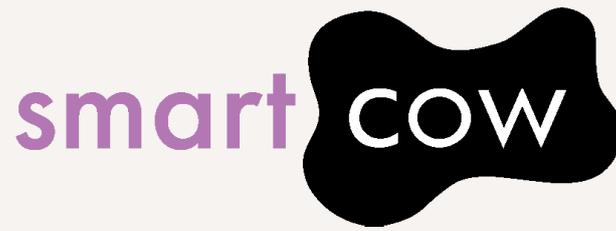
Every checklist, blog post, and resource I create is designed to give you practical tools and actionable steps—because success starts with clarity and confidence.

A stylized, handwritten signature in black ink, appearing to read 'Simon Cripps'.

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Print this workbook and fill it in as you go—having a physical copy is a powerful reminder of your commitment to improving your marketing.



This Workbook

Setting clear marketing goals is the foundation for sustainable growth. Without a roadmap, marketing can feel overwhelming and ineffective.

This checklist is designed to simplify the process—helping you define objectives, prioritise actions, and track progress with confidence.

Whether you're just starting out or looking to refine your strategy, these steps will give you clarity and direction so you can focus on what truly drives results.

Define Your Goals

Write down your top 3 business objectives for the next 12 months (e.g., increase revenue, grow email list, boost brand awareness).

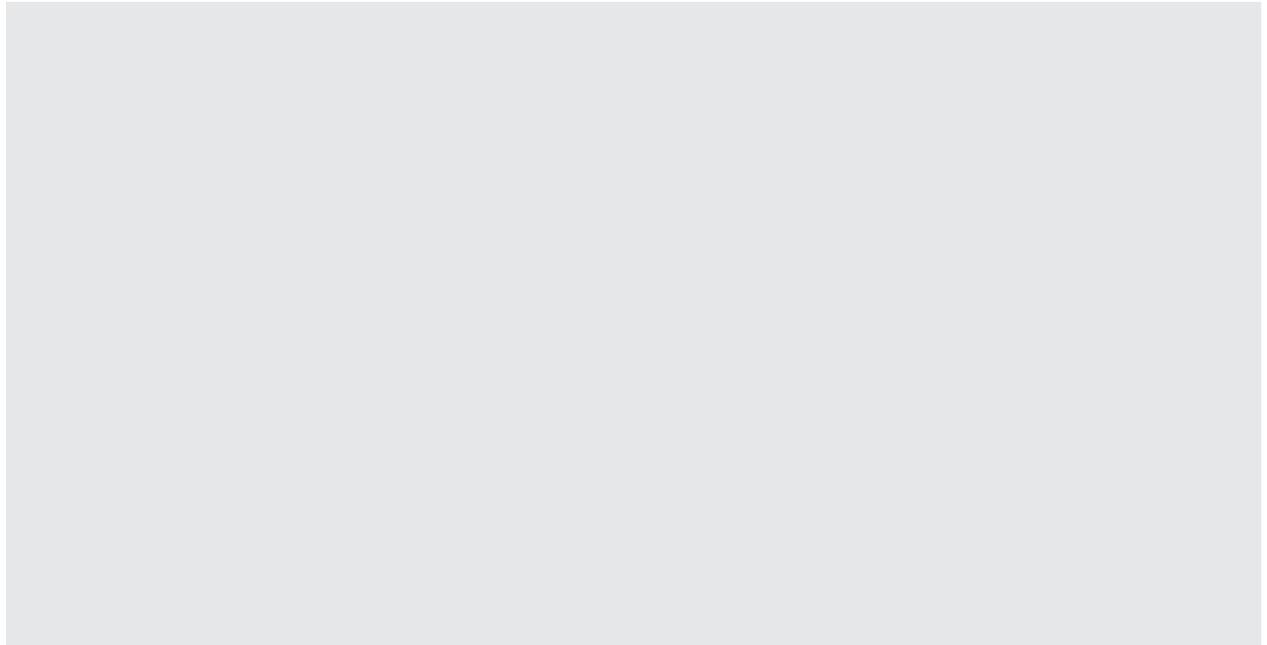
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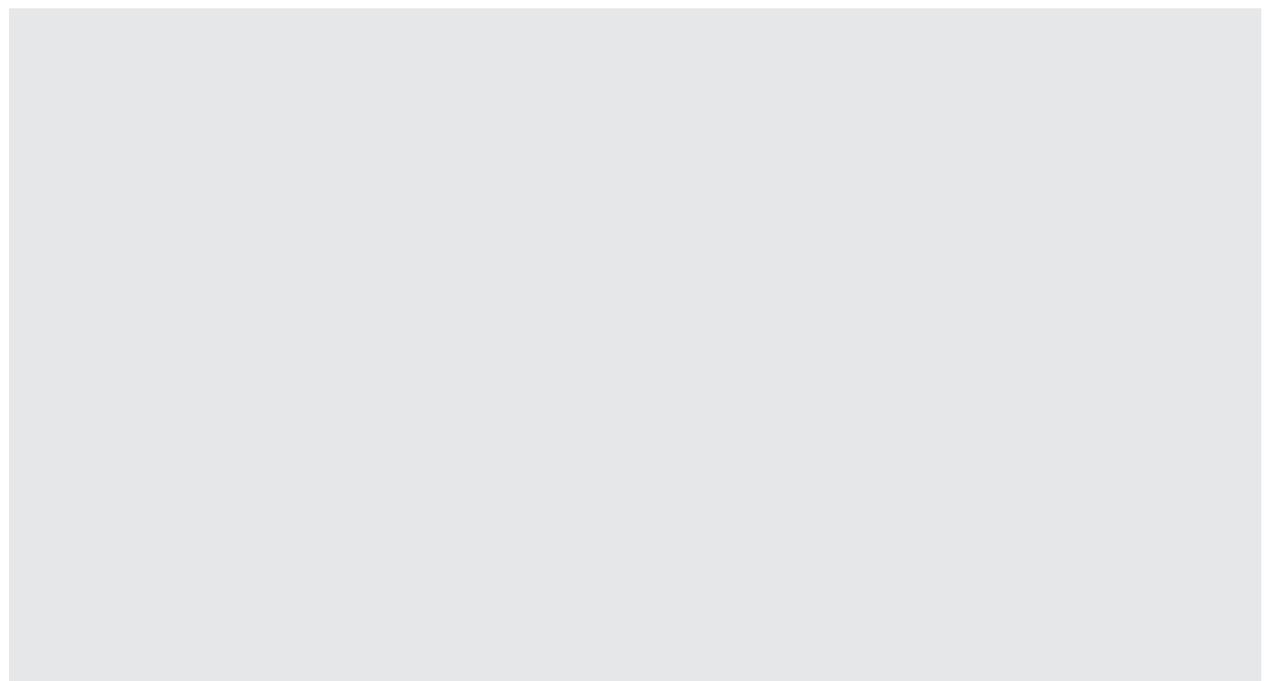
Goal 1

Convert Goal 1 into a SMART marketing goal (Specific, Measurable, Achievable, Relevant, Time-bound).



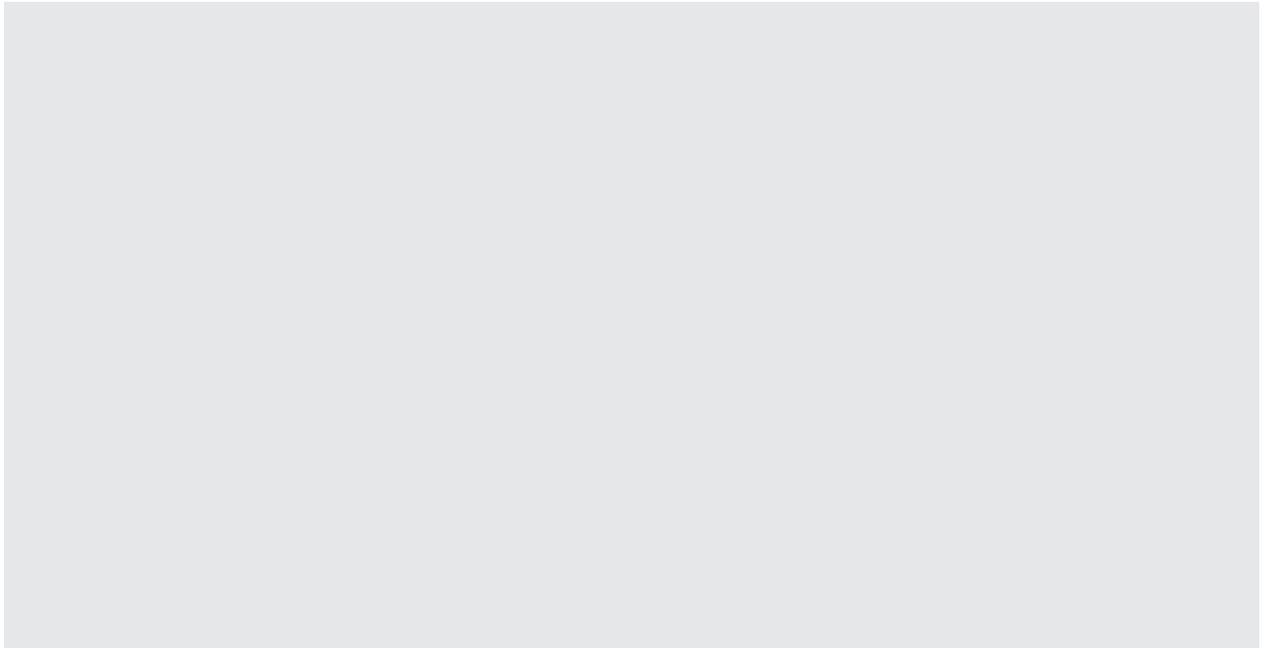
Assign KPIs for Goal 1 (e.g., website traffic, leads, conversions, engagement rate).

Tip: Align goals with your overall business vision to ensure marketing supports growth.



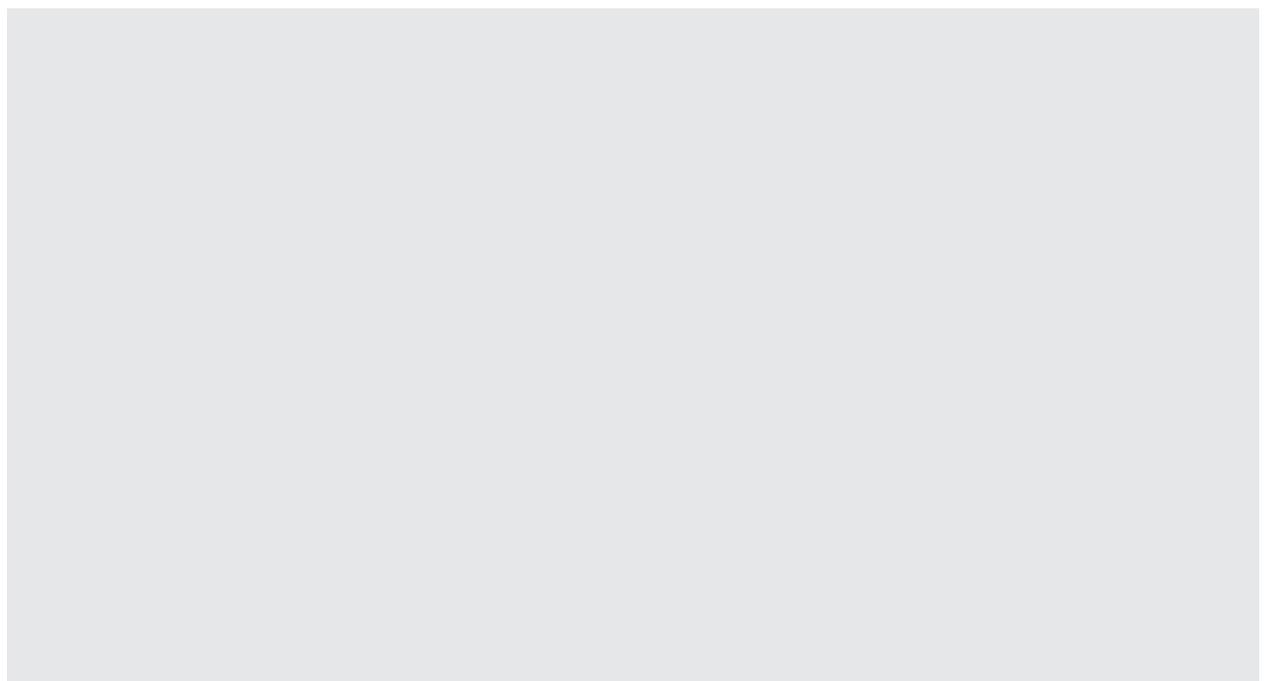
Goal 2

Convert Goal 2 into a SMART marketing goal (Specific, Measurable, Achievable, Relevant, Time-bound).



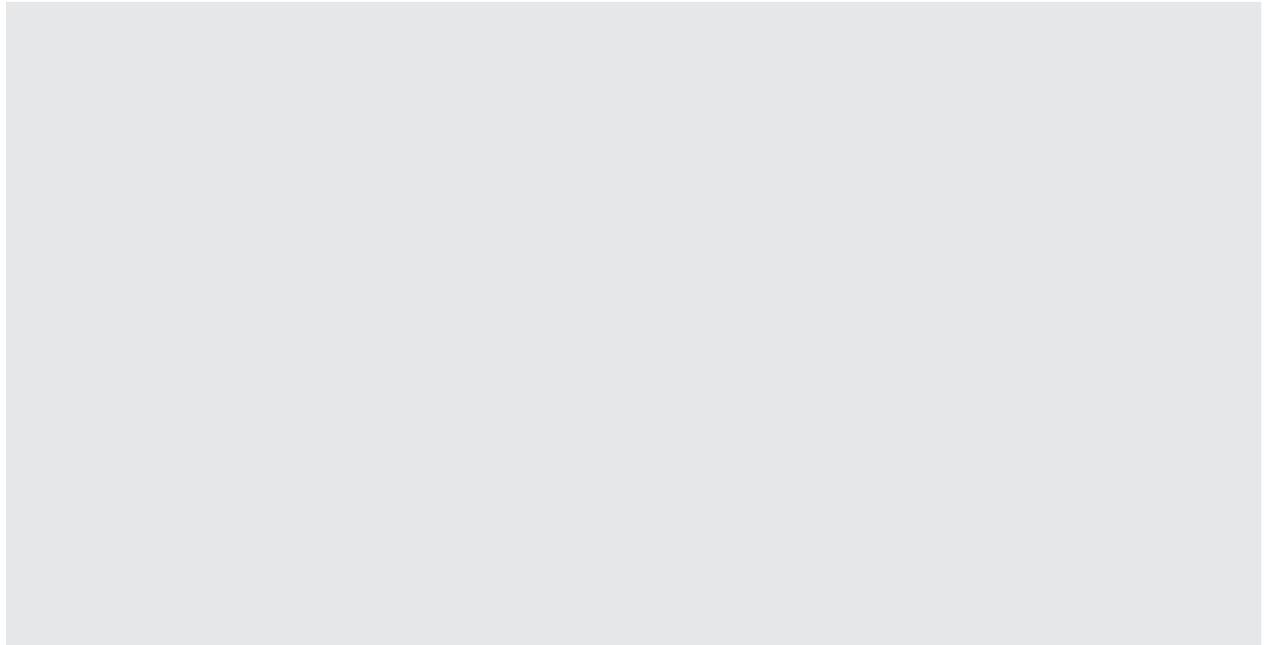
Assign KPIs for Goal 2 (e.g., website traffic, leads, conversions, engagement rate).

Tip: Align goals with your overall business vision to ensure marketing supports growth.



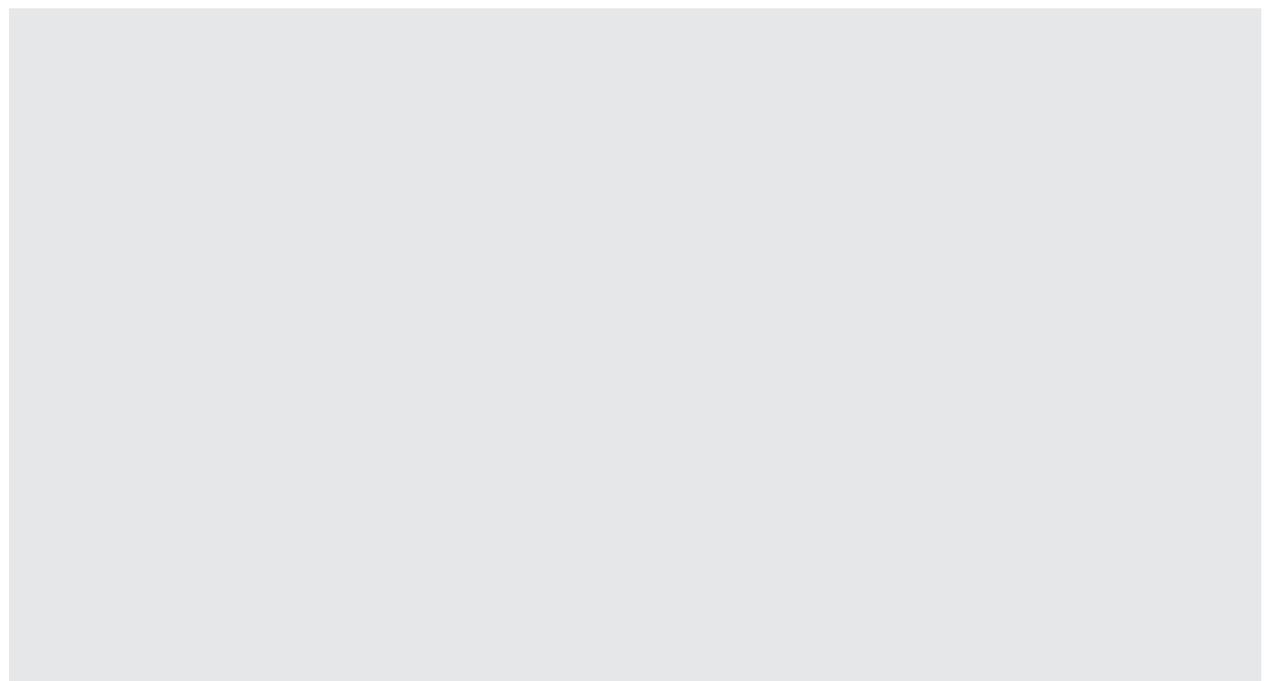
Goal 3

Convert Goal 3 into a SMART marketing goal (Specific, Measurable, Achievable, Relevant, Time-bound).



Assign KPIs for Goal 3 (e.g., website traffic, leads, conversions, engagement rate).

Tip: Align goals with your overall business vision to ensure marketing supports growth.



Understand Your Audience

Before you can create effective marketing campaigns, you need to know exactly who you're speaking to. Understanding your audience is the key to crafting messages that resonate, building trust, and driving action.

When you know their needs, challenges, and preferences, you can position your products or services as the perfect solution.

This section will help you define your ideal customer, uncover what motivates them, and identify where they spend time online—so every marketing effort hits the mark.

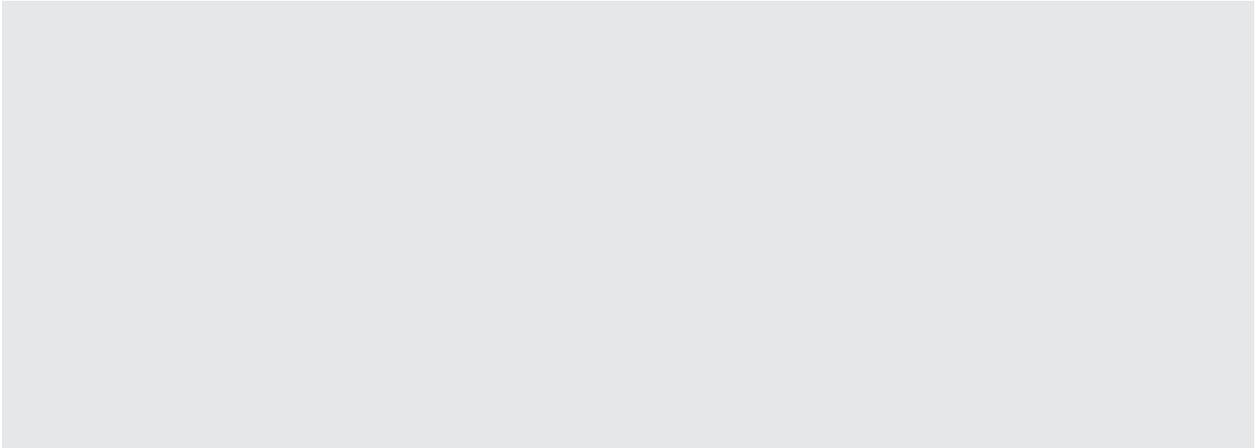
The better you know your audience, the easier it is to grow your business.

TOP TIP

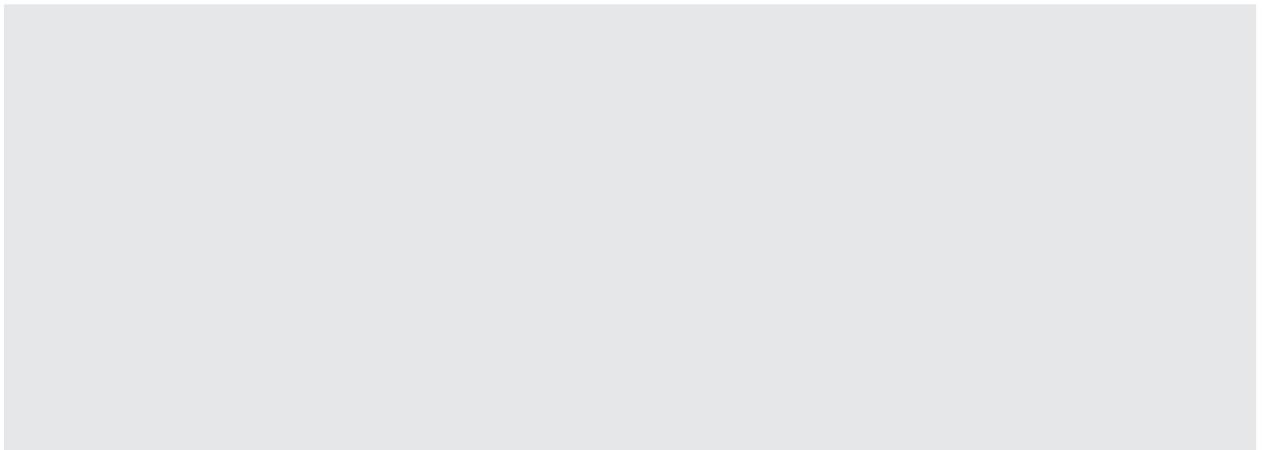
**CUSTOMERS DON'T BUY FROM
BUSINESSES THEY UNDERSTAND
THEY BUY FROM
BUSINESSES
THAT UNDERSTAND THEM**

Buyer persona

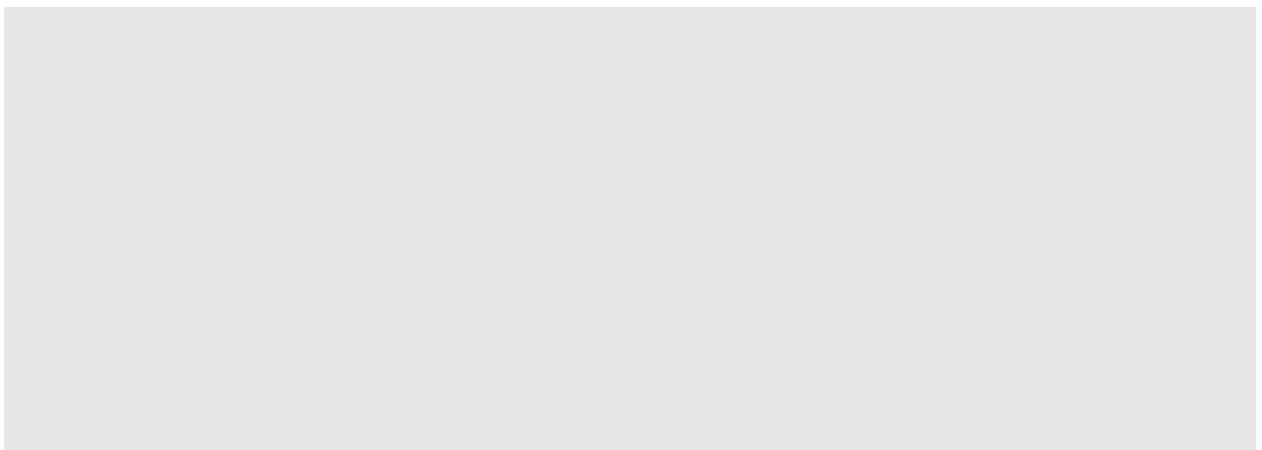
Create a simple buyer persona (age, location, interests, buying behaviour).



Identify their pain points and needs—what problems are they trying to solve?



Research where they spend time online and what content they engage with.



Choose Your Channels

Not every marketing channel will deliver the same results for your business, so it's important to focus your efforts where they matter most.

Choosing the right platforms ensures your message reaches the right audience at the right time. Whether it's social media, email marketing, paid ads, or SEO, each channel plays a unique role in driving engagement and conversions.

This section will help you identify the best channels for your goals, allocate your budget wisely, and create a plan that maximises your return on investment.

The right channels turn good strategies into great results.



Digital & Online Channels

	Yes	Budget £/month
Email Marketing – Newsletters, drip campaigns, and personalised offers.	<input type="checkbox"/>	_____
Blog Content – Regular posts to attract organic traffic and establish authority.	<input type="checkbox"/>	_____
Website (Onsite SEO) Optimise content, meta tags, and structure for search engines.	<input type="checkbox"/>	_____
Social Media (Organic) – Facebook, Instagram, LinkedIn, X (Twitter), TikTok, Pinterest.	<input type="checkbox"/>	_____
Paid Social Ads – Targeted campaigns on Facebook, Instagram, LinkedIn, TikTok.	<input type="checkbox"/>	_____
Google Ads (PPC) – Search and display advertising for immediate visibility.	<input type="checkbox"/>	_____
Video Marketing – YouTube, Instagram Reels, TikTok, LinkedIn videos.	<input type="checkbox"/>	_____
Content Marketing – White papers, eBooks, guides for lead generation.	<input type="checkbox"/>	_____
Press Releases – Online distribution for brand exposure and backlinks.	<input type="checkbox"/>	_____
Link Building – Outreach for guest posts, directory listings, and partnerships.	<input type="checkbox"/>	_____
Affiliate Marketing – Partner programmes to expand reach.	<input type="checkbox"/>	_____
Influencer Marketing – Collaborations with niche influencers.	<input type="checkbox"/>	_____
Podcasting – Hosting or guest appearances to build authority.	<input type="checkbox"/>	_____
Webinars & Online Events – Educational sessions to engage prospects.	<input type="checkbox"/>	_____
Website (Onsite SEO) Optimise content, meta tags, and structure for search engines.	<input type="checkbox"/>	_____
Website (Onsite SEO) Optimise content, meta tags, and structure for search engines.	<input type="checkbox"/>	_____

SEO & Authority Building

Yes Budget £/month

Offsite SEO

– Backlinks, citations, and external content syndication.

Local SEO

– Google Business Profile optimisation and local listings.

Online Reviews & Reputation Management

– Encourage and manage reviews.

Offline Channels

Business Cards

– Professional networking tool.

Flyers & Brochures

– Tangible marketing for local outreach.

Print Advertising

– Magazines, newspapers, and trade publications.

Networking Events

– Local business meetups and trade shows.

Speaking Engagements

– Industry conferences and seminars.

Publishing a Book

– Establish thought leadership and credibility.

Plan and Track

Set timelines for each goal

Establish realistic deadlines for every marketing goal to keep your strategy focused and on track.

Use analytics tools to measure progress

Monitor performance with tools like Google Analytics and social insights to understand what's working and what needs improvement.

Review and adjust monthly

Evaluate your results regularly and make data-driven adjustments to stay aligned with your objectives. your strategy focused and on track.

Bonus Tips

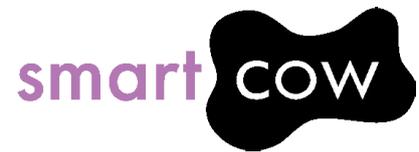


Start small – focus on 1–2 goals first to avoid overwhelm.

Use free tools like Google Analytics for tracking and Canva for design.

Revisit goals quarterly to stay aligned with business changes.

Document everything—clarity leads to better decisions.



Ready to turn your marketing goals into measurable success?

You've taken the first step by defining your marketing goals—now it's time to make them happen.

At Smart Cow we specialise in creating strategies that turn ambition into results.

From social campaigns to full-scale marketing plans, we've helped businesses like yours grow with confidence.

Ready to take your marketing to the next level? Contact us today and let's build campaigns that deliver.

Contact our Croydon-based team today for a FREE consultation and let's build a strategy that works for your business.

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