

Business Goal Setting

PERIOD:

This objective cascade will help set goals and move from the business objective to the marketing objective.

Keep this updated regularly to direct operations and marketing.

1

Business goal of £ profit

Assuming gross margin of

%

2

We need revenue of * start here

Assuming average order value of

£

3

We need customers

Consider the supply / operational delivery

4

If I = prospects turn into customers
we need leads / awareness*

This gives us comms objectives and segment sizes

*here we start to understand marketing

