

Objectives Exercise

Broad to Specific		
Business Objective	Marketing Objective	Communications Objective
What an organization sets out to achieve <ul style="list-style-type: none">• High level• Cross-discipline	Marketing's role to achieve the business objective <ul style="list-style-type: none">• Specific• Marketing leads	Communications' role to achieve marketing objective <ul style="list-style-type: none">• Specific• Cross-discipline marketing communications team
Example	Example	Example
Obtain 70% market share in category x	To achieve 70% share, increase <ul style="list-style-type: none">• Trial +25%• Purchase +45%	Individual objective across each discipline that plans and executes <ul style="list-style-type: none">• Increase awareness +30% to drive trial• Increase social shares +25% to drive engagement