

performancemarketing.expert checklist #3:

defining performance marketing goals

Part 1: Performance Marketing Goals

	Goal	A	B	C	D	E	
1	Increase profits						
2	Increase sales						
3	Build a customer database for internal use						
4	Build a customer database for rental						
5	Segment target market						A = Most important;
6	Support field sales force						B = Very important;
7	Price testing						C = Moderately important;
8	Support wholesalers						D = Slightly important;
9	Support dealers						E = Not important
10	Market testing						
11	New product development						
12	New product testing						
13	Develop international markets						
14	Market research						
15	Increase internal resource efficiencies						
16	Other						

Part 2: Setting and Prioritizing Goals

Rank	Goal	Due Date
1		
2		
3		
4		
5		

Part 3: Quantifying Marketing Objectives

Marketing Goal	Percentage or Dollar Objective	Due Date	Approval Obtained
1			
2			
3			
4			
5			
6			
7			
8			
9			