

# Set a Course with Goals and Metrics

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Goals are the signposts along the road to making money and all email marketers who can demonstrate clear success in achieving their goals will be rewarded for their efforts.

Interestingly, it's the goals we set that are the keys to demonstrating our success.

How does that work?

You have business, project, personal and potentially lots of other types of goals that are used to steer your ambitions. The better you set your goals, the more consistent they are in their outcomes, and the more regularly you track them, the better positioned you are for actually reaching them.

When it comes to email marketing, the same applies. The setting of email marketing goals need to be consistent with the business goals they aim to serve.

For example, if a business goal is to increase sales and a marketing project goal is to increase brand awareness – there is some synergy but little consistency. If however the marketing project goal is to sell 1,000, or more, blue widgets before the close of business on Friday, we have consistency with our business goal.

When your goals are consistent, all your strategies work in unison to achieve your desired outcome.

In addition to consistency, clearly identified and specific goals will help you identify the criteria to measure so that you know, with certainty, how successful the marketing project was. In the example above, you may decide to count the blue widgets as they are sold, count how many people who bought had read the email.

You can download a [Worksheet](#), to help you develop success criteria for your goals.

You can also use the online [Email Marketing Metrics calculator](#). It gives you key metrics and statistics to use to improve your email marketing strategy.

## Related Reading

Make Success Measurable!: A Mindbook-Workbook for Setting Goals and Taking Action

ISBN: 978-0471295594

Executing Your Strategy: How to Break It Down and Get It Done

ISBN: 978-1591399568

Email Marketing By the Numbers: How to Use the World's Greatest Marketing Tool to Take Any Organization to the Next Level

ISBN: 978-0470122457