[YEAR] Marketing		Goals							
Category	Goal Met?	Goals and Objectives	 Strategy / Tactics	Target Date	Budget	Notes			
Website		Metrics Goal: Increase Unique Visitors - X%							
		Metrics Goal: Increase Page Views - X%							
		Inquiries Goal: Increase by X%							
				TOTAL	: \$0				
				<u> </u>					
Advertising		Inquiries Goal: Increase by X%							
				TOTAL	: \$0				
Public Relations		Goal: X# Press Releases/Announcements							
neiations		Goal. A# 1 1655 Neleases/Almouncements							
				TOTAL	: \$0				
Branding		Goal: Improve Brand Name Recognition							
				TOTAL	: \$0				

Lead Control of the C										
Generation	Goals Impraya agles pineline by Y9/									
	Goal: Improve sales pipeline by X%									
				TOTAL:	\$0					
		·	'							
Events	Goal: X# of Events	Goal: X# of Events								
				TOTAL:	\$0					
Blog	Goal: X# Blog Posts									
				TOTAL:	\$0					
					40					
Multi-media Goal: Increase Multi-media/Video Library to X										
				TOTAL:	\$0					
Social Media	Goal: X# Twitter Followers, X# in Googl Facebook page likes	Goal: X# Twitter Followers, X# in Google+ circle, X# Facebook page likes								
					4.0					
				TOTAL:	\$0					