

# Beat blind hog objectives



and see  
better  
marketing  
results

Have you heard the expression



Have you heard the expression



**Even a blind  
hog finds an  
acorn every  
now and then**

Great for the hog



Great for the hog

Not so great for  
your business objectives



# Achieving business objectives



takes more  
than blind luck

# 1. SET YOUR SIGHT ON OBJECTIVES



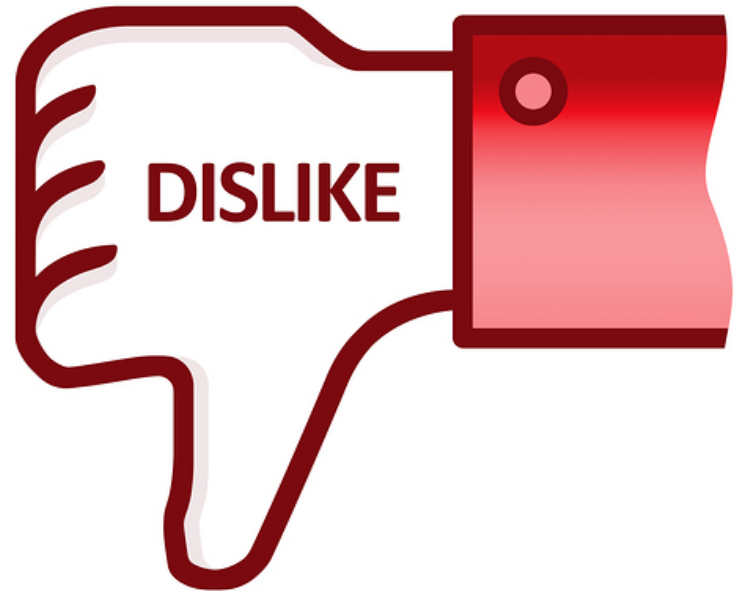
Start with your  
prior plan





What worked?

What didn't?



NO PRIOR PLAN?



Start asking questions



# Start asking questions



ABOUT  
YOUR  
MARKET



# Start asking questions



ABOUT  
YOUR  
MARKET

YOUR  
BRAND

# Start asking questions



ABOUT  
YOUR  
MARKET

YOUR  
BRAND

YOUR  
PERFORMANCE

Stay grounded



2. BE SMART  
ABOUT YOUR  
OBJECTIVES





**S**pecific

**M**easurable

**A**ttainable

**R**ealistic

**T**ime-bound

### 3. DEFINE THE NEED



**Brand awareness**

**Brand awareness**

**Lead generation**

**Brand awareness**

**Lead generation**

 **Increased sales**

The great thing  
about plans –

The great thing  
about plans –  
you can always  
change them



Set your  
sight on  
objectives

Be  
SMART

Define  
the need



Go hog wild with success



# Check out the entire series

Follow the 10-Part Marketing Plan at

[SimplyStatedBusiness.com](http://SimplyStatedBusiness.com)

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Business site:

[www.SimplyStatedBusiness.com](http://www.SimplyStatedBusiness.com)