



GOAL SETTING GUIDE!

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This guide was created to help you set effective Digital Marketing and Social Media Goals. This guide will reveal the best KPIs that you can track for each activity.



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specific

time-bound

measurable

relevant

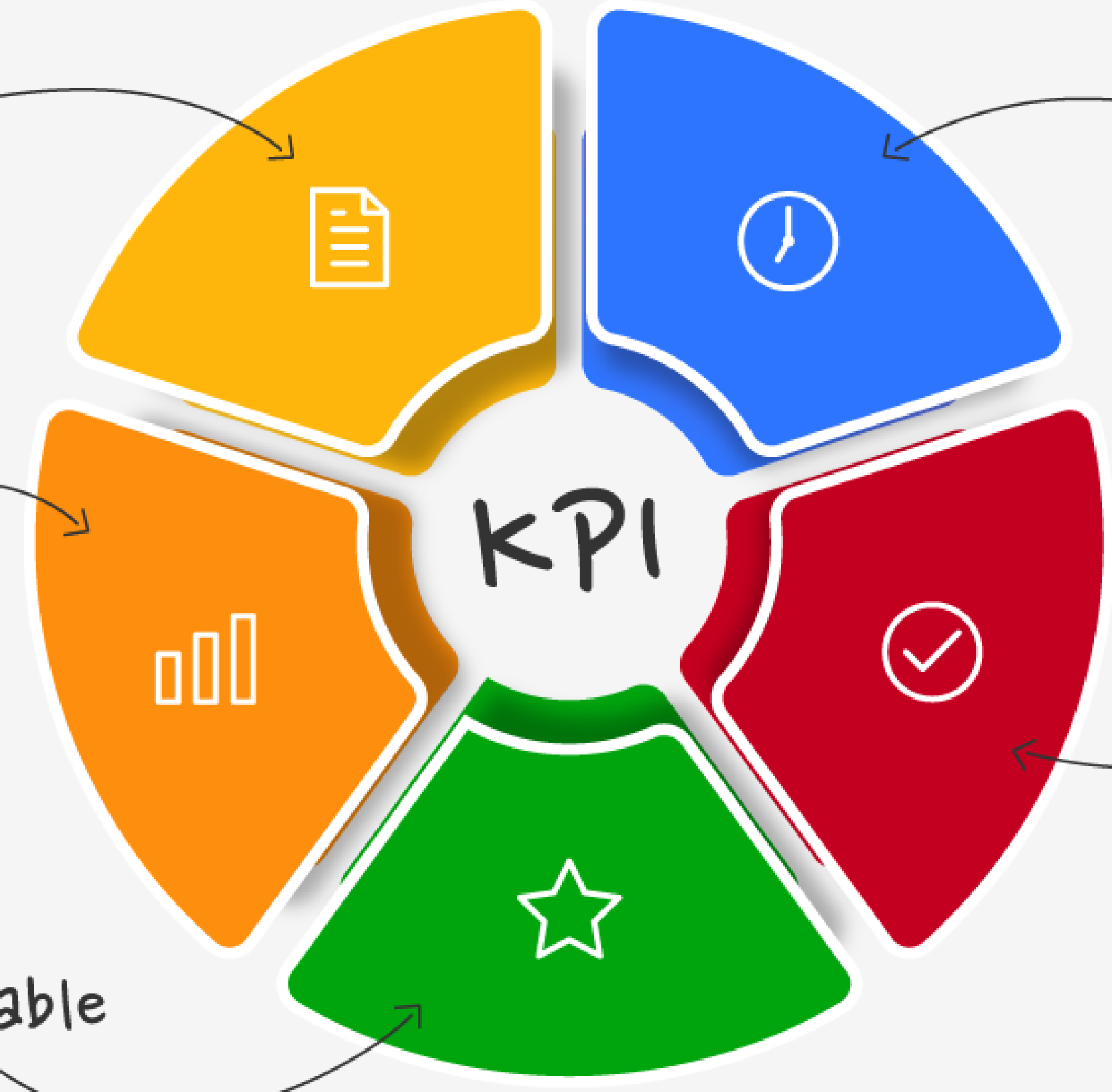
attainable

KPI

Key Performance Indicator



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What is a **SMART** goal?

S

Specific

Provide a clear and detailed description of what you want to achieve.

M

Measurable

Include a quantifiable metric with a target that evaluates success.

A

Achievable

Set a challenging target, but keep it within your scope.

R

Relevant

Clarify that your goal is relevant to your industry, company, and team.

T

Time-bound

Set a deadline for when your goal will be achieved.

Google Ads KPI

 Click Through Rate

 Conversion Rate

 Quality Score

 Impressions

 Cost per Acquisition

 Return on Ad Spend

 Ads' KPIs

Conversions
(Sales and Leads)

Customer
Lifetime Value

Cost Per
Acquisition

Return
on Investment

User Engagement

Organic Visibility

Organic
Click-through Rate

Organic Sessions

Backlinks

Google Business
Profile Metrics

Keyword Rankings

Branded vs.
Non-Branded Traffic

SEO KPIs You Should Track



Social Media KPIs



Reach



Effectiveness Rate



Conversions and
Link Clicks



Net New Followers and
Follower Growth Rate



Engagement Rate