

# Defining Marketing Objectives

## What this worksheet covers

- Key factors for consideration when crafting marketing objectives
- Criteria of a good marketing objective
- A step-by-step guide (including examples) on how to use the Marketing Objective Structure template to craft your marketing objective

## Why this process is important

Setting clear and well-considered marketing objectives is critical as it helps you identify how to deliver your business opportunity sharply.

It establishes a focus for marketing decision-making, as well as priorities for marketing resources and effort.

## Overview of Objectives

Below is an overview of the 3 types of objectives. In this worksheet, we will be focusing on Marketing Objectives.



Business Objectives

The desired measurable business result



Marketing Objectives

Identifies the barrier to overcome in order to deliver the business objective



Communications Objectives

Articulates the change in attitudes/ beliefs that will lead to the desired change in consumer behaviour



## What?

A marketing objective identifies the barrier to overcome, or the desired consumer behaviour change required, in order to deliver the business objective.

When setting marketing objectives, there are 3 areas you need to consider:

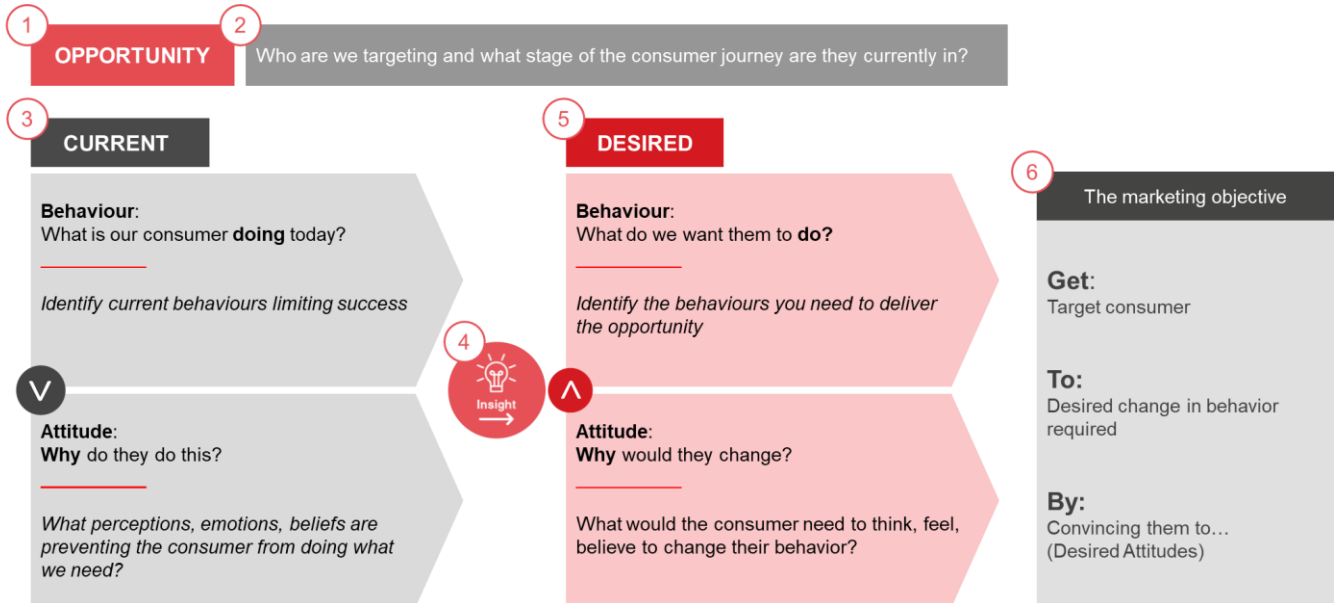
**Whose** behaviours or attitudes need to change for the marketing objective to be delivered?

**What** shift in desired consumer behaviour or attitude is required?

**Where** might the source of business come from?

## Marketing Objective Structure

The Marketing Objective Structure template provides a step by step process to create a marketing objective that is grounded in your target consumer.



We will use an illustrative example from Singtel to guide you through the process of crafting your marketing objective.

### 01 Capture the opportunity

The first step is to capture the opportunity identified using the SWOT tool. Opportunities are key consumer / market trends that can be exploited.



Singtel identified that **more Singaporeans were travelling overseas**, and they were **travelling more frequently**. This presented an opportunity to **target these travellers to grow roaming sales**.

## 02 Clarify the target segment and consumer journey stage

Next, clarify the target segment to focus on. It is crucial to make choices to prioritise consumer segments, in order to focus our efforts on areas that would help you to best reach your business objective.

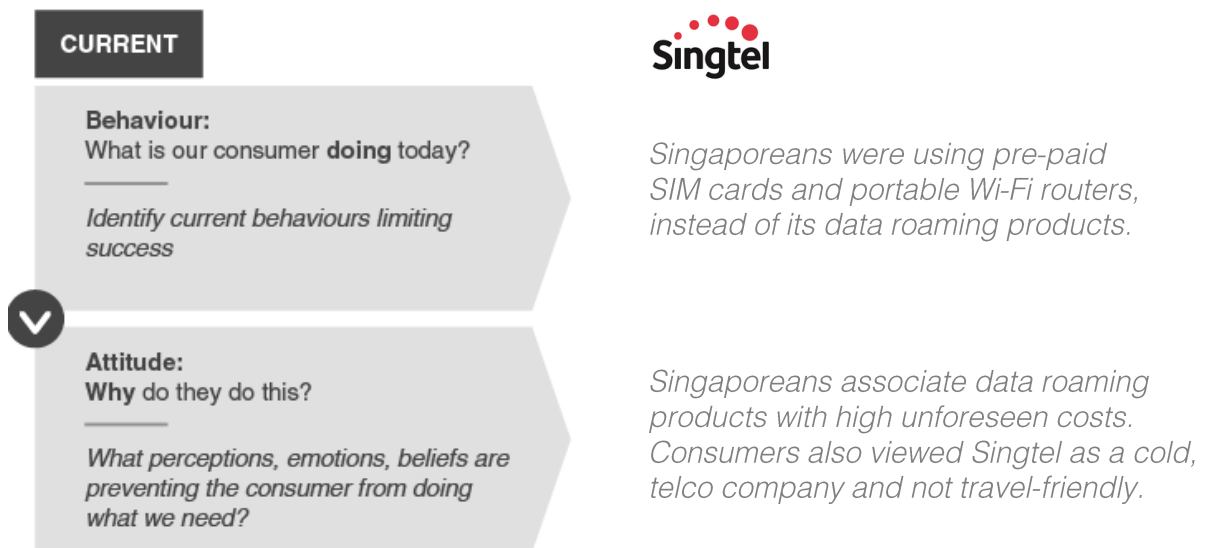
It is also important to identify which stage of the consumer journey they are currently at to target them effectively.

Singtel chose to **target existing Singtel users travelling overseas** in the **consideration / research stage** in the consumer journey.

## 03 Capture CURRENT behaviours and attitudes

The next step is to capture the target segment's current behaviours and attitudes. By understanding the consumer's current behaviours and attitude, it provides a fundamental understanding on the gap that needs to be addressed.

Looking at their current behaviour and dig deeper to uncover their current attitudes. Use the guiding questions below to help you.



Use a **data-driven approach** to define the target segment's current attitude. This includes conducting research (e.g. ethnographic research, social listening), checking with your ecosystem partners etc.

It is important to accurately diagnose the target segment's current attitudes, so that the marketing objective that you craft directly addresses the consumer attitude that needs to be changed.



## 04 Uncover an insight to move from CURRENT to DESIRED state

A critical step is uncovering an insight that you can tap on that will help you change the consumer's behaviours and attitudes.

Insights are beliefs, attitudes and motivations that often go unarticulated. Insights go beyond what consumers say and do, which can be observed. Instead, insights dig deeper to reveal what drives a consumer's decision (i.e. why consumers say or do certain things).

Singtel identified that...



*Singaporeans are wanderlust people who seek unique experiences but are worried about uncertainty because of their 'safe' mentality*

To better understand how to generate consumer insights, check out the Developing Consumer Insights worksheet.

## 05 Capture DESIRED behaviours and attitudes

After identifying an insight that provides direction for behavioural change, craft the desired behaviours and attitudes you want the consumers to have. Start with identifying the desired attitude and subsequently identify the desired behaviour.

Ask questions like "Why would they change" to identify the desired attitude. And subsequently identify the behaviour that is desired, linking it close to the marketing objective. Use the guiding questions below to guide you.

### DESIRED

#### Behaviour:

What do we want them to do?

*Identify the behaviours you need to deliver the opportunity*

#### Attitude:

Why would they change?

*What would the consumer need to think, feel, believe to change their behaviour?*



*Singaporeans want to purchase Singtel's data roaming products.*

*Have confidence in Singtel as their reliable travel companion, enabling them to seek unique experiences.*



### Tips

- When crafting the desired attitude, be specific to the product/ service that you are providing. What are the attitudinal changes you want them to have with respect to your product/ service?
- Behavioural changes are challenging, so be sure that you have a very strong reason for the consumer to change their attitude that would seamlessly influence them take an action.



## 06 Craft the marketing objective

With all the inputs gathered, you can now put together your marketing objective.

The marketing objective is articulated as a Get-To-By statement. It follows the format of getting the target consumer to do a certain action by getting them to adopt the desired attitudes.

This was Singtel's resulting marketing objective.

### The Marketing Objective



#### **GET:**

Target Consumer

*GET Singaporeans users travelling overseas*

#### **TO:**

Desired change in behaviour required

*TO buy singtel's data roaming services when they travel*

#### **BY:**

Convincing them to...  
(desired attitude)

*BY convincing them that with Singtel as their reliable travel companion, travelers can seek unique experiences*

Here is a useful checklist to help you evaluate the quality of the marketing objective:

### What makes a good marketing objective?

- Directly links to 'How to' opportunity identified through the SWOT tool
- Build around our deep understanding of a specific consumer we are targeting
- Clear on the behaviours and attitude change we need to achieve
- Serves as a powerful springboard for activity generation

