

# LEARNING SUMMARY

## MARKETING FUNDAMENTALS: WHY?

### STEP 1: SET SMART OBJECTIVES

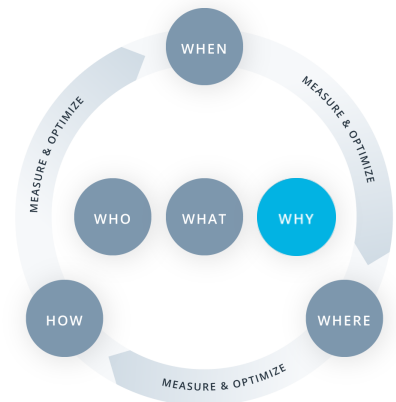
**S**PECIFIC

**M**EASURABLE

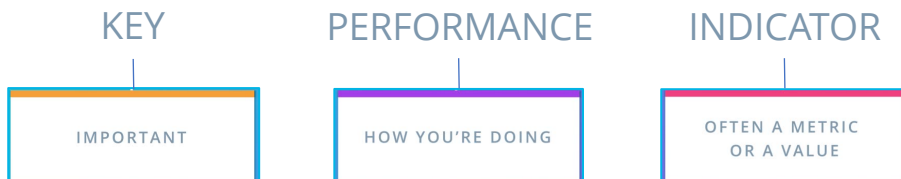
**A**CHIEVABLE

**R**ELEVANT

**T**IME PHASED



### STEP 2: SELECT KPIs



### STEP 3: DETERMINE THE METRICS TO MEASURE THE KPIs

Specify the metrics you will use to evaluate your KPIs