Setting Goals for Your Business

Settings goals for your business is essential! To help you create and track your business goals, follow the steps below to fill in the chart:

Step 1:
Choose your goal type: Generating awareness, driving engagement or generating leads

Step 2:
Set a goal

Step 3:
Create a plan of action to reach your goal

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Don't know which goal types are best for your business? Check out these examples:
- Generating Awareness – Running ads on the Google Display Network
- Driving Engagement – Creating social media posts
- Generating Leads – Google Search Ads at the top of Google