

# Goal Getter

Know Your Goals

## What are your goals for TV advertising?

*For example, Increase traffic to my store by 25% during the holidays or Boost traffic to my website by 15% in Q1.*

- ▶ \_\_\_\_\_
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- ▶ \_\_\_\_\_

## How can you measure these goals?

*For example, Monitor your website analytics and social media channels to see if you are seeing an increase of traffic and engagement.*

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## How often do you need to measure these goals?

*(This will depend on your campaign length. With most forms of advertising you most likely won't see desired results for a few months)*

Bi-Weekly

Monthly

Quarterly

We want to help you succeed! Talk with one of our advertising experts to help keep your advertising strategy on track. Call **1-844-TO-REACH** or schedule an appointment [here](#).