

spt.

1 Page Marketing OKR & KPI Canvas (extend table as needed)

What conversion or outcome are we aiming for?

	Strategies (Channels, Projects) What initiative(s) will be implemented to achieve the key result?	Tactics What specific tasks will be employed to deliver on the proposed strategy?	Measures (KPI's) What will the measure of success be for the implementation of this strategy? How should it be optimised ongoing?	Budget What should be the budget allocation for this activity. Can be written in dollars or as a percentage of total channel budget.	Team Which teams/human resources will be allocated to the management / ownership of this task?
Objective / Key Result #1 (OKR) _____	Example: Always on search optimisation strategy (SEO)	Example: High performing long tail keywords from paid search (FAQs pages) Local listings optimisation	Example: Increase in search rankings and subsequently, organic website traffic Increase in YOY/MOM organic website conversions	Example: 5% allocation to SEO agency 5% allocation to backlink activity 10% to SEO website content optimisation	Example: External SEO Agency Freelance SEO content writers
Objective / Key Result #2 (OKR) _____					
Objective / Key Result #3 (OKR) _____					