

OKR Example for Marketing

Sample objectives and key results for a marketing team

What marketing is for

Marketing is how a company gets its message out. The team reaches prospects, customers, investors and the wider public, and shapes how they see the business.

Its main job is to promote the business and grow sales of its products or services. Marketing also does the research that identifies target customers and other stakeholders. Depending on the company, the team may be led by a marketing director, a manager or a vice president.

OKRs work well for marketing as long as the targets leave some room to flex. Weekly check-ins keep the objectives in front of the team, so they get worked on instead of forgotten halfway through the quarter.

Sample OKRs for Marketing

1 Drive more visitors to the new product landing page

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| KR1 | Lift the consumer newsletter click-through rate by 13% |
| KR2 | Raise organic search traffic to the site by 15% |

2 Become a go-to voice with our blog

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| KR1 | Grow blog subscribers by 20% |
| KR2 | Get blog posts shared across platforms 15% more often |

3 Step up outbound marketing

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| KR1 | Secure 10 keynote speaking slots at industry events |
| KR2 | Increase event-driven leads by 5% |

4 Launch a weekly newsletter

KR1	Reach an 8% click-through rate on email newsletters
KR2	Turn 25% of newsletter clicks into demo requests

5 Build our brand presence in a new market

KR1	Hire 2 local contractors to improve the marketing materials
KR2	Reach 30 monthly website visitors from the new country
KR3	Generate 10 leads from the new country

6 Boost influencer marketing

KR1	Get product reviews from 8 industry experts
KR2	Run 10 webinars with industry leaders
KR3	Raise traffic from influencer referrals by 22%

7 Improve website conversion

KR1	Run 12 testing experiments on the website
KR2	Lift the main page conversion rate to 10%

8 Climb the search rankings

KR1	Raise domain authority from 10 to 14
KR2	Keep organic visitor-to-lead conversion at 20%