

# 5S Objective Setting Template

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Digital marketing planning templates



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# About this template

This is a free resource from Broadhurst Digital. It includes an easy to use PDF with the 5S objective framework from Dr Dave Chaffey and PR Smith. The objectives include sell, serve, speak, sizzle, and save.

The template pack has been designed to help you come up with your objectives quickly and easily. Just add the framework to your existing marketing plan, tweak it to suit your business, and you're good to go.

You can also access a [free situation analysis template](#) to help you conduct competitor analysis, customer analysis, results analysis, SWOT, TOWS and PESTLE analysis.

To get help with your digital marketing strategy, contact Broadhurst Digital for a [free digital marketing assessment](#).

# 5S Objectives

The 5S of digital marketing can help you define your top-level goals for your digital marketing campaigns. PR Smith and Chaffey, D. and Smith, P.R. defined these goals in their book, "Digital Marketing Excellence." They were first introduced in the 2001 edition.

## **Sell Goals - Increase sales**

There are many ways to sell your products - online, offline, or a combination of the two. Achieving success often depends on reaching more customers and offering them a wider range of products or lower prices than they would find in your store.

## **Serve - Add value to the customer**

Create value for customers by providing extra benefits online, engaging in dialogue and feedback to help inform product development, and always striving to serve their goals.

## **Speak goals - Improve customer engagement**

Engaging customers through goal-setting dialogue can improve customer engagement. By conducting online market research through formal surveys and informally monitoring conversations to learn about them, you can create a more effective conversation marketing strategy.

## **Save goals - Reduce costs**

Accomplished through online email communications, sales and service transactions that reduce overheads associated with personnel, print and postage. Additionally, savings can be achieved through channel-shift strategies, such as allowing customers to self-serve and answer queries through online content.

## **Sizzle goals - Create new online propositions**

Your brand can reach new heights online with sizzle goals – that is, by providing new propositions, offers, and experiences, as well as building communities.

# 5S OBJECTIVES - EXAMPLE

	Sell	Serve	Speak	Sizzle	Save
Objective	Increase online leads by 20%	Reduce telephone customer support calls by 15%	Improve online share of voice to 30%	Create an active online community around the brand	Reduce cost of telephone support by 20%
How	Boost PPC Add more CTAs to website	Add live chat to website Expand online knowledge-base	Implement Twitter listening strategy Add more social CTAs to marketing literature	Launch a FB Group with regular user-generated content contests	Add live chat to website Expand online knowledge-base
KPIs	1. Unique sessions 2. Visitor-to-lead % 3. No. of leads	1. Livechat sessions 2. Knowledgebase views 3. Calls received	1. Twitter mentions 2. Share of voice %	1. No. of FB group members 2. MAU group members 3. Contest entries	1. Livechat sessions 2. Knowledgebase views 3. No. of Support Staff
Timeframe	December 2022	April 2023	April 2023	August 2023	August 2023

# 5S OBJECTIVES

	Sell	Serve	Speak	Sizzle	Save
Objective	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
How	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
KPIs	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Timeframe	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

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# Thank you for reading!

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businesses around the world to  
improve their digital strategies.