



marketing

OKR EXAMPLES



about this guide

When you're striving for aggressive growth in marketing, using OKRs is a great way to provide focus; here you'll find marketing OKR examples for every role.



If you're looking for a basic introduction to OKRs, check out our [Complete Guide to OKRs](#).



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MARKETING

OKR examples for inbound marketing



OBJECTIVE 1

Increase inbound marketing leads



KEY RESULTS

1. 20% increase of demo requests via PPC landing pages
2. 10% boost in conversions from webinar attendees
3. 2x eBook downloads over last month



OBJECTIVE 2

Drive more traffic to product landing page



KEY RESULTS

1. Double visitors to marketing website via organic search
2. 20% click-through to landing page via newsletter
3. 5% increase in time spent on landing page

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MARKETING

OKR examples for event marketing



OBJECTIVE 1

Increase outbound marketing efforts 2x over last quarter



KEY RESULTS

1. 100+ new marketing prospects from speaking engagements
2. 10% increase in demo requests from sponsored events
3. 2x social media engagement via event #hashtags



OBJECTIVE 2

Run a successful industry conference this quarter



KEY RESULTS

1. 100+ conference attendees
2. 10+ conference sponsors
3. 10% increase in marketing leads generated via conference



OBJECTIVE 3

Improve event booth traffic



KEY RESULTS

1. Collect 2x contact info of marketing leads over the last event
2. Successful prize draw attracting 20% increase in participants
3. Boost website visit rate by 10% after event

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MARKETING

OKR examples for content marketing



OBJECTIVE 1

Improve blog content quality



KEY RESULTS

1. 25% increase in blog subscribers
2. 20% increase in time spent on page
3. 10% increase in blog content shares on average



OBJECTIVE 2

Engage with industry thought leaders for press



KEY RESULTS

1. 5 interviews with industry influencers
2. 3 of 5 interviews published on recognized publications like Forbes...
3. 2 joint webinars with industry thought leaders



OBJECTIVE 2

Increase company brand recognition



KEY RESULTS

1. 3 positive reviews from industry thought leaders
2. 10% increase of marketing prospects from sponsored industry events
3. 20% increase in PPC ad click-through demo request conversions

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MARKETING

OKR examples for email marketing



OBJECTIVE 1

Improve email marketing efforts



KEY RESULTS

1. 2x webinar registrants through email invitation
2. 25% increase in e-book download via email click-through
3. 10% increase in demo requests referred to email content



OBJECTIVE 2

Create weekly newsletters for marketing leads



KEY RESULTS

1. 40% click through rate on average for every newsletter
2. 20% of newsletter readers convert to demo requests
3. 10% customer conversion rates for newsletter referred demo requests

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MARKETING

OKR examples for social media marketing



OBJECTIVE 1

Increase social media reach



KEY RESULTS

1. Double social media reach from last quarter
2. 40% increase in Quora answer reads
3. 10% increase in blog reads via social media shares



OBJECTIVE 2

Improve social media engagement



KEY RESULTS

1. 10% increase of comments in LinkedIn industry discussions
2. 25% increase of blog reads via Facebook



OBJECTIVE 3

Boost referrals via social media



KEY RESULTS

1. 2x website visitors referred via social media
2. 10% increase in demo requests via social media compared to last quarter
3. 2x landing page click-throughs via promoted Twitter posts

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MARKETING

OKR examples for search engine optimization (SEO)



OBJECTIVE 1

Optimize SEO ranking for focus keyword X



KEY RESULTS

1. Long-form content with focus keyword X ranked on the first page of Google
2. 2x reads on SEO content compared to last quarter
3. 2x backlinking of SEO content on external sites compared to last quarter



OBJECTIVE 2

Outrank Competitors for keyword Y



KEY RESULTS

1. Webinar featuring keyword Y ranks above competitor video on YouTube
2. Content with keyword Y ranked on the first page of Google
3. eBook featuring keyword Y downloaded 100x in the first week



OBJECTIVE 3

Begin to rank for product feature Z



KEY RESULTS

1. Shares of content about feature Z double compared to last month
2. Publish feature Z content on Forbes (and other high SEO quality sites)
3. Reach #10 on the first page of Google for feature Z

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about Paycor

Paycor Talent Development is a performance management software that empowers employees to better achieve goals, get recognized and receive continuous feedback in an engaging social environment using OKRs.

We help organizations focus on engaging people by improving goal visibility and enhancing company culture to achieve long-term sustainable growth.

Paycor Talent Development is for organizations that are innovating the traditional performance management process; partnering with their people to unleash the human spirit at work.