

MISSION, OBJECTIVE, STRATEGY, TACTIC, KPI

WHAT'S THE DIFFERENCE?

Term	Summary	Description	Example
Mission <i>Omni-channel</i> <i>1 per company</i>	Why?	Why the company exists. This element is transversal and perennial	Improve the quality of life of children around the world
Goal <i>Omni-channel</i> <i>2 or 3 max</i>	Where to?	What you hope to accomplish this year. Acquisition, Retention See / Think / Do / Care	Increase donations
Objective <i>Omni-channel</i> <i>2 or 3 max</i>	Where to?	The goal, using S.M.A.R.T.* criteria	Increase donations by 20% in one year
KPI <i>Omni-channel</i> <i>2 or 3 max</i>	How much?	The <u>key</u> indicators for measuring the success of your objectives. Segment	- \$ donations compared to last year - Conversion rate
Strategy <i>Omni-channel</i> <i>Depends on resources</i>	How?	How will you achieve your objective? Consistency between owned, earned and paid media Stages of the funnel Analyze and prioritize	Improve the customer experience
Tactic <i>Per channel</i> <i>Depends on resources</i>	What?	The concrete, the implementation, the action! Tactics are linked to strategies Several tactics per strategy	A/B test the donation page of the website
Metric <i>Per channel</i> <i>2 or 3 per tactic</i>	How much?	Indicators to measure the success of your tactics - Acquisition - Behaviour - Conversion	- Number of visitors who abandon the process at each stage - Conversion rate increase - Increase of average donation amount

*S.pecific, M.easurable, A.ctionable, R.ealistic, T.imely; https://en.wikipedia.org/wiki/SMART_criteria

Icons source : <http://www.flaticon.com/>