Meta Business Suite in 6 Parts

Part 4: Setting your measurable, attainable goals. • Make social media work for **you.**

I always say that you're your own best marketer. Too often, marketers are too critical of themselves and usually compare and contrast their analytics against their competitors. Consider setting these goals as a **marketer's self-care**. Compete with yourself and continue to be your own best marketer!

Goals:
- Open Meta Business Suite
- Navigate to 'Insights' in the left menu
- Toggle into 'Overview' at the top of the Insights menu
- View Facebook & Instagram goals
- Choose the platform(s) you want to put a goal on
  - Facebook & Instagram are available
- Choose the goal you want to reach
  - Grow your audience
  - Increase your reach
- Choose the level of work you want to strive for
  - Beginner
  - Intermediate
  - Advanced
  - Custom
- Select your start date
  - Meta automatically sets the goal to run for a month from the start date
- Check in on your page's progress
  - Meta will provide an **estimated** progress line compared to your **actual** progress
- ***Important to Note:***
  - *You can set two separate goals on each platform at the same time*
  - *Paid ads will also sway your results (this is why Meta urges you to run paid ads when you start a goal)*

Reasons to set goals:
- Keeps you in-tune with your audience as the business
- Inspires you to try new types of content to achieve/surpass your goals
- Encourages friendly competition against yourself rather than depressing you with how annoying Facebook is
- Requires constant attention to detail and your online presence therein setting you above your competitors
- Helps you pay attention to what kind of content your audience really wants and not just what you want