

Objectives and Key Results

Owner

Objective

Objectives are high-level goals that an organization wants to achieve.

Target Timeframe

OKR Grade

0 - 30%	40% - 60%	70% - 100%
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Key Result

Key results are specific, measurable outcomes demonstrating progress toward achieving the objective.

Target Metric

Key Result Progress

20%	40%	60%	80%	100%
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20%	40%	60%	80%	100%
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Objectives and Key Results

Owner **JEREMY CLARKSON**

Objective

Objectives are high-level goals that an organization wants to achieve.

INCREASE CLARKSON'S FARM BRAND AWARENESS BY 30%

Target Timeframe

JAN 2023 - JUL 2023

OKR Grade

0 - 30%

40% - 60%

70% - 100%

Key Result

Key results are specific, measurable outcomes demonstrating progress toward achieving the objective.

INCREASE SOCIAL MEDIA FOLLOWING ON TWITTER (CLARKSON ACCOUNT) BY 20%

Target Metric

20% MORE FOLLOWERS

Key Result Progress

20%

40%

60%

80%

100%

Key Result

Key results are specific, measurable outcomes demonstrating progress toward achieving the objective.

ACHIEVE 50% GROWTH TO CLARKSON FARM TRAFFIC VIA SEO STRATEGY

Target Metric

INCREASE 50% WEB TRAFFIC

Key Result Progress

20%

40%

60%

80%

100%

Key Result

Key results are specific, measurable outcomes demonstrating progress toward achieving the objective.

GENERATE 10 NEW CONTENT DISTRIBUTION OPPORTUNITIES IN NON-WESTERN MARKETS

Target Metric

10 NEW OPPURTINITIES

Key Result Progress

20%

40%

60%

80%

100%

Key Result

Key results are specific, measurable outcomes demonstrating progress toward achieving the objective.

Target Metric

Key Result Progress

20%

40%

60%

80%

100%