

2021 Goals for Small Businesses



Ronn Torossian, CEO, [5WPR](#).

With the new year finally arriving and everyone hoping to see better times in the coming months, it's the perfect time for small business owners to start planning to have a successful year ahead. After all, businesses need to plan ahead and define their goals early on, and look for potential opportunities to achieve and even surpass them throughout the year.

The beginning of the year is one of the best times for business owners to think about what they want to achieve for the business and the potential end goal. Thinking about the business's ultimate goal means having a clear path forward and a successful journey to get to that destination. That's why business owners should write out what they're planning on achieving throughout the year. Even longer with their

business, to ensure everything that the business focuses on throughout the coming months is directed at achieving those goals.

[Alexei Orlov of MTM](#) has noted, “Plenty of people assume correctly that finding new customers is the key to increasing their sales, and they set that as a business objective. To achieve that objective, companies have to start by understanding their customer base because everything else in the marketing and sales aspects of the business is going to stem from that point. Understanding the needs, wants, pain points, and desires of the target audience means getting a clear picture of who is in that target audience and reaching them with ease.”

Most small businesses have found themselves in a similar scenario: scheduling a post to go up on Facebook, fixing up the Google Ads dashboard, and then remembering that it’s been a couple of weeks since the last tweet was shared from the company’s account. Instead of managing every single social media platform, businesses need to focus on the channels that truly matter to the target audience. As was outlined in the previous point, knowing the target audience also means knowing which platforms that audience prefers and focusing most of the content on them to perfect this strategy.

No customer constantly wants to be bombarded by promotional content from every single [brand](#) they’re interested in – they much prefer to see content from those brands that are relevant to them and their interests. That’s precisely the key to marketing and sales – knowing what the customer wants to read or hear about and combining that knowledge with the content that the business shares on social media platforms.

Small businesses that have entered a crowded market grow best when focusing on a specific niche. Even though many business owners want to have a large customer base, that’s not always a realistic approach, and instead, they should be focusing on

the people that are really going to enjoy the company's solutions. That way, a smaller business can focus on honing their message and budget and talking about why the company and solutions are better than their competitors.



About the Author: Ronn Torossian is CEO of NYC based PR agency [5WPR](#).