

SOMIA



	STRATEGIES	OBJECTIVES	MEASURES	INITIATIVES	ACTIONS
	What are the main pillars of intervention on which we must focus to achieve our objectives?	What are the SMART goals that we identified?	How do we measure success? How will we know that the objectives are achieved?	What initiatives should be implemented to achieve the objectives?	What actions need to be taken to achieve the actions?
EXAMPLE	Marketing	Make our services known to our customers.	25% increase per month in the number of interactions on various social platforms.	Update the website. Update social networks.	<ul style="list-style-type: none">• Create an account on Instagram.• Create a social media activity calendar.