The 90-Day Business Marketing Planner

Turn a business objective into a manageable plan with owners, priorities and review dates.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / 90 DAY MARKETING PLANNER

Set the direction for the next 90 days

01 Business objective

Name the priority service, audience and customer action.

02 Starting point

Record current inquiries, assets, constraints and available budget.

03 Success and ownership

Choose a useful measure and the person responsible for reviewing it.

Type your answers in the fields, then save a copy. You can also print this worksheet.

02 / 90 DAY MARKETING PLANNER

A three-phase planning framework

Period	Main focus	End-of-phase output
Days 1-30	Prepare the offer and customer path	A clear message and tested inquiry route
Days 31-60	Run a focused campaign or content test	A record of activity, cost and response
Days 61-90	Review and improve the work	A decision for the next planning period
Every phase	Assign owners and review dates	A visible record of decisions

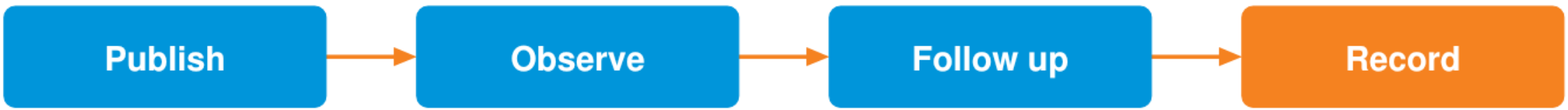
03 / 90 DAY MARKETING PLANNER

Days 1-30: prepare the foundations

Clarify the offer	Choose one audience and one useful next step. Confirm which service you want to promote.
Prepare the destination	Review the service page, contact information, form and follow-up owner.
Approve the plan	Confirm assets, scope, spending limits, responsibilities and a launch review date.

04 / 90 DAY MARKETING PLANNER

Days 31-60: run a focused test



Launch the approved activity.

Check delivery and response.

Respond to relevant inquiries.

Capture cost and outcomes.

Keep a dated change log so the team can connect updates with what happened.

05 / 90 DAY MARKETING PLANNER

Days 61-90: decide what improves

Review the evidence

Compare activity and inquiries with the starting point. Separate delivery issues from sales follow-up issues.

Choose a change

Adjust the audience, message, destination or follow-up based on the problem observed.

Plan the next period

Record what to continue, what to stop and what still needs testing. Confirm the next budget.

06 / 90 DAY MARKETING PLANNER

Your 90-day action sheet

01 Days 1-30 / preparation

Write the top action, owner and review date.

02 Days 31-60 / campaign test

Write the activity, approved spend and measure to review.

03 Days 61-90 / decision

Write the review date and who will approve the next plan.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

Bring your goal, current marketing and available budget.
Required Marketing Group can help turn the plan
into a clearly scoped campaign.



Request a consultation

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