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MARKETING RESOURCE

The 90-Day Growth Plan Template

Turn a long list of marketing ideas into a sequenced, commercial plan.

Most marketing plans fail because everything starts at once. This template forces sequencing: fix measurement, then demand capture, then demand creation. Fill in the blanks and you have a board-ready plan.

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Before you plan: the three numbers

- Target revenue or lead volume for the quarter: _____
- Current cost per qualified lead: _____
- Conversion rate from lead to customer: _____
- If you cannot fill these in, week one is measurement work.

Days 1 — 30: Foundations

- Complete a full performance audit across web, search, paid and CRM
- Fix tracking and agree one reporting source of truth
- Ship the top five quick wins found in the audit
- Agree KPIs, targets and reporting cadence in writing
- Deliverable: audit document, live dashboard, prioritised roadmap

Days 31 — 60: Demand capture

- Rebuild or optimise highest-intent landing pages
- Restructure paid search around commercial intent terms
- Publish or refresh money pages targeting solution-aware search
- Reduce speed-to-lead and automate follow-up
- Deliverable: improved conversion rate and lower cost per lead

Days 61 — 90: Demand creation & scale

- Launch content or campaign programme against problem-aware audience
- Scale the channels proven in days 31 — 60; cut what did not work
- Build nurture and retention sequences in the CRM
- Document process so the team can run it without you
- Deliverable: repeatable growth engine plus a next-quarter forecast

Review questions for every month

- What moved, and can we prove it moved because of us?
- What did it cost per outcome, and is that trending down?
- What are we stopping this month to make room?
- What is the single biggest constraint on growth right now?