

90 DAY PLAN

A guide to making an impact in
your new marketing role



CONGRATULATIONS ON YOUR NEW ROLE

- This PowerPoint has been built to make the best impact in your first 90 days and plan for your future successes.
- This template has been designed to align with the first three phases of your new role.
 - 30 days = Discover
 - 60 days = Review
 - 90 days = Action plan

We wish you the best of success in your new role and hope this plan provides some support and inspiration.

FIRST 30 DAYS - DISCOVER

- Meeting your team/s and get to know their roles – understand your company ecosystem - sales, customer service and finance – identify key stakeholders.
- Understand your marketing mix and which parts are executed internally as opposed to third party/agency.
- Identify where prospects/customers are in their buying cycle. Do you have complete end to end funnel visibility?
- Understand the personas and value proposition. Review marketing materials and messaging – including that of your competitors, customer advocacy.
- Identify the customer life time value, return on investment, customer acquisition cost, net promoter score etc. Do you have the tools to be able to calculate key performance metrics / KPIs and is this information easily accessible?
- Understand where your marketing data is stored. Can you easily manipulate it? Can you segment easily?

30-60 DAYS - REVIEW

- Review your data strategy. Do you have a preference centre or defined opt-in procedure?
- Review the demand funnel and the hand over points. Do you have lead scoring, nurturing? Is there a clear process with SLAs between marketing and sales?
- Establish a cadence of sales and marketing meetings to ensure alignment. Identify which reports you will be reviewing in the meetings that are accessible to all.
- Review current marketing materials and identify any gaps in the customer journey. Are you able to identify any customer advocates? Can sales find the relevant collateral at each buying stage?
- Understand the business objectives and how marketing contributes towards them.
- Document any current challenges and identify any improvements you wish to make.

60-90 DAYS – ACTION PLAN

- Make recommendations to address identified improvement opportunities. Who are you going to need to bring on board?
- Define the right objectives for your team to drive success.
- Build your marketing plan to ensure objectives are met and redefine your team structure to support execution.
- Review your tools and infrastructure you have in place to support you team: [CRM](#), [marketing automation software](#), social media automation and listening, share of voice, SEO, PPC etc.
- Identify future investment needs and consider the business case.

Marketers Checklist

- ✓ Marketing database – how is this managed/segmented
- ✓ Marketing Automation
- ✓ Email Platform/Automation/Nurture Workflows
- ✓ Social Media
- ✓ Content creation – including blogging
- ✓ Digital Marketing, SEM/SEO
- ✓ Brand and creative development/messaging
- ✓ Events & offline marketing
- ✓ Sales support/Business development programs
- ✓ Public relations
- ✓ Reporting and Metrics

GOOD LUCK!

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