

The 90-Day Marketing Plan



A one-page planning format that keeps your goal, offer, channels, actions and ownership connected — with three checkpoints so it gets reviewed instead of forgotten.

Why this exists

Annual marketing plans are mostly written in January and abandoned by March. Twelve months is too long to hold in your head, too long to feel urgent, and long enough that everything changes before you get there. Ninety days is different. It is short enough to see the finish line from the start and long enough for real work to show real results.

WHAT IT IS

Five decisions on one page: a goal, the offer you will push, the channels you will use, the specific actions, and who owns each one. Plus three dated checkpoints.

HOW WE USE IT AT BAP

Every client engagement runs on a version of this. It is what keeps a busy quarter focused on one outcome instead of splitting into a dozen half-finished ideas.

WHY ONE PAGE

If the plan does not fit on a page, it will not fit in anyone's attention. The constraint forces you to choose, which is the actual work of planning.

What this plan gives you

1

One goal everyone knows

A single measurable result the whole team is pulling toward for the quarter.

2

Named owners

Every action has a person. Things with no owner do not happen, however good the idea.

3

Built-in review

Three checkpoints on the calendar, so you adjust at day thirty instead of discovering at day ninety.

What ninety days is good for

And what it is not. Knowing both stops you over-promising the quarter.

LONG ENOUGH TO TEST

A channel, an offer or a campaign gets a fair trial. You will know whether it works, not just how the first fortnight felt.

SHORT ENOUGH TO FOCUS

One main goal is realistic in ninety days. Three goals at once usually means none of them get the attention to succeed.

NOT LONG ENOUGH FOR EVERYTHING

Brand-new channels, full rebrands and big hires rarely finish in a quarter. Plan them as the next ninety days, not this one.

ON THE NEXT PAGES

Page 2 explains each of the five parts and how to choose them well. Page 3 is a worked example and the three checkpoints. Page 4 is your blank plan.

The five parts, and how to choose each one

Fill them in this order. Each decision narrows the next, which is why the plan stays connected.



01

Goal

What result do we want in ninety days?

HOW TO CHOOSE IT

One number, one outcome. “More leads” is a wish; “twenty additional qualified discovery calls” is a goal you can check on day thirty.

Weak version: a direction instead of a destination.

02

Offer

What are we highlighting or promoting?

HOW TO CHOOSE IT

The one thing the quarter’s marketing points at. Promoting everything you do is how nobody hears about any of it.

Weak version: “all our services.”

03

Channels

Where will we show up? Email, social, ads, video.

HOW TO CHOOSE IT

Two or three you can do properly. Every extra channel thins the effort on the others, and the goal does not get bigger to match.

Weak version: every platform, because you have an account on all of them.

04

Key actions

What specific things will we do?

HOW TO CHOOSE IT

Countable tasks with a number attached. “Post more” cannot be checked; “four proof posts and four educational posts” can.

Weak version: actions with no quantity and no deadline.

05

Owner

Who is responsible for each action?

HOW TO CHOOSE IT

A person’s name, not a department. Shared ownership reliably turns into no ownership by week three.

Weak version: “the team,” or blank.

WORK BACKWARDS FROM THE GOAL

Once the number is set, ask what would realistically have to happen to produce it. That answer is your key actions — not a list of things that seem like good marketing.

CHOOSE THE OFFER YOUR PLAN CAN PROVE

Pick the offer where you already have proof and a clear destination page. A quarter is not long enough to build those and promote them.

WHERE THE OTHER TOOLS PLUG IN

Your one-liner sets the language for the offer. Your homepage audit decides whether the destination is ready. The readiness checklist decides whether Google Ads belongs in the channels. The Power Hour and the weekly grid turn the key actions into a publishing calendar. The plan is where they all get pointed at one goal.

A worked example, and the three checkpoints

Here is what a finished plan looks like, followed by the three dates that stop it becoming a document nobody opens.



EXAMPLE PLAN · Q3

Goal: 20 additional qualified discovery calls.

Offer: Done-for-you digital marketing package.

Channels: Email list, Instagram, Google Ads.

Key actions:

- Send 4 value emails and 2 direct invitations
- Post 4 proof posts and 4 educational posts
- Launch a targeted Google search campaign for [location / service]

Owner: [Name]

NOTICE THE GOAL

It is a number of conversations, not revenue. Calls are within the team's control; closed revenue depends on things marketing cannot own.

NOTICE THE ACTIONS

Every one has a quantity. On day thirty you can check each one against what actually happened.

NOTICE WHAT IS MISSING

No new website, no rebrand, no new platform. The plan uses what already exists and pushes it harder.

30

Day 30

Are we moving?

WHAT THE CHECKPOINT IS FOR

Not "have we hit the goal" — are the actions actually happening, and is anything showing early signs of life? This is the checkpoint for catching work that has quietly stopped.

60

Day 60

What is working, and what is not?

WHAT THE CHECKPOINT IS FOR

Enough data to compare channels honestly. Move effort from what is flat to what is responding while there is still time for it to matter.

90

Day 90

Decide: scale, adjust or pivot.

WHAT THE CHECKPOINT IS FOR

A decision, not a report. Scale what worked, adjust what nearly did, and drop what did not. That decision becomes the start of the next ninety days.

KEEP CHECKPOINTS SHORT

Thirty minutes, the plan on the table, each owner reporting their actions. A checkpoint that turns into a two-hour strategy meeting gets cancelled the next time.

CHANGING THE PLAN IS ALLOWED

Adjusting at day thirty or sixty is the system working, not failing. The only real failure is reaching day ninety without having looked.

Your 90-day plan

Fill it in, date the checkpoints, and put it somewhere the whole team will see it every week.



1

Goal

What result do we want in 90 days? Make it a number.

2

Offer

What one thing are we promoting?

3

Channels

Where will we show up? Two or three, done properly.

4

Key actions

What specific, countable things will we do?

5

Owner

Who is responsible for each action?

DAY 30 CHECKPOINT — DATE

DAY 60 CHECKPOINT — DATE

DAY 90 CHECKPOINT — DATE

YOUR NEXT MOVE

Fill in this page and put the three checkpoints in the calendar today, with everyone who owns an action invited. This is the planning layer the next email connects to everything else you have built through the series. If you would like help setting a realistic goal or running the quarter with you, that is the work we do. www.bap.digital