

90-Day Marketing Plan Template

A printable working document for audits, priorities, ownership, KPIs, and executive reviews.

Leadership Template | Majed Jan
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Company and baseline

Company

Plan owner

Plan period

Executive sponsor

Primary business goal

Current marketing situation

Top three risks or gaps

Days 1-30: Audit and quick wins

Area	Finding	Priority	Owner	Due date
Market and customer				
Offer and positioning				
Website and funnel				
Channels and campaigns				
Sales handover				
Team and agency				
Budget and reporting				

Immediate fixes

Days 31-60: Direction

Decision	Agreed direction	Owner
Primary customer segments		
Value proposition		
Priority offers		
Channel roles		
Campaign themes		
Budget allocation		
Qualified lead definition		

Campaign and team briefs

Days 61-90: Operating system

KPI	Baseline	90-day target	Data source	Owner

Meeting rhythm

Meeting	Frequency	Attendees	Decision expected
Execution review			
Campaign optimisation			
Executive performance review			