

**PRACTICAL GROWTH PLANNING**

# **Your 90-Day Marketing Priorities Guide**

A focused framework for choosing the few marketing moves most likely to improve demand, conversion, retention, or operating clarity.

## **Conner Sage Consulting**

Marketing strategy, go-to-market planning, and fractional leadership for businesses ready to grow with greater intention.

START HERE

# Do not begin with a channel.

A useful 90-day plan begins with the business constraint. Posting more, buying ads, rebuilding a website, or adding automation will not fix an unclear offer, weak follow-up, or missing ownership.

## Choose the constraint that is limiting growth now

- + Visibility: the right people do not know the business exists.
- + Clarity: prospects do not quickly understand the offer or difference.
- + Conversion: attention and inquiries are not becoming enough customers.
- + Retention: customers are not returning, expanding, or referring often enough.
- + Capacity: marketing depends on the owner or lacks clear leadership.

**A 90-day plan should solve one primary constraint and, at most, one supporting constraint.**

PRIORITIZE

# Score ideas before committing resources.

Rate each potential priority from 1 to 5. Choose the three initiatives with the strongest combined score, not the longest list of interesting ideas.

| PRIORITY | IMPACT | CONFIDENCE | EFFORT | OWNER |
|----------|--------|------------|--------|-------|
|          |        |            |        |       |
|          |        |            |        |       |
|          |        |            |        |       |
|          |        |            |        |       |
|          |        |            |        |       |
|          |        |            |        |       |

## Scoring guidance

Impact: likely effect on the selected business constraint. Confidence: strength of customer, performance, or operational evidence. Effort: lower effort receives a higher score. Owner: the person accountable for the outcome, not merely the task.

## BUILD THE PLAN

# Use a 30-60-90 day sequence.

The sequence should move from evidence and decisions to activation and improvement. Avoid trying to launch every channel at once.

| DAYS 1-30                                                                                                                | DAYS 31-60                                                                                                                        | DAYS 61-90                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>DIAGNOSE +<br/>DECIDE</b>                                                                                             | <b>BUILD +<br/>ACTIVATE</b>                                                                                                       | <b>OPTIMIZE +<br/>SYSTEMIZE</b>                                                                                                |
| Confirm the constraint<br>Review customer evidence<br>Define success metrics<br>Choose three priorities<br>Assign owners | Create the message or offer<br>Build required assets<br>Launch the first motion<br>Train staff or partners<br>Establish reporting | Review signal and results<br>Fix friction points<br>Document what works<br>Stop low-value activity<br>Set the next 90-day plan |

## Define one outcome for each priority

- + What will be different by day 90?
- + Which leading signal should move first?
- + Which business result should follow?
- + Who makes decisions when the work stalls?
- + What will the team stop doing to create capacity?

## MEASURE

# Track a small set of useful signals.

Choose measures that match the constraint. Traffic alone is not a growth strategy, and activity alone is not progress.

| CONSTRAINT | LEADING SIGNALS                                                    | BUSINESS RESULTS                                                   |
|------------|--------------------------------------------------------------------|--------------------------------------------------------------------|
| Visibility | Qualified site visits, local discovery, reach in the target market | New inquiries, bookings, first-time customers                      |
| Clarity    | Message comprehension, CTA clicks, sales objections                | Conversion rate, shorter sales cycle, stronger close rate          |
| Conversion | Form completion, calls, booked consultations, abandoned inquiries  | Revenue, cost per acquisition, average order or project value      |
| Retention  | Repeat visits, rewards use, email engagement, reviews              | Repeat revenue, frequency, referrals, lifetime value               |
| Capacity   | On-time execution, approval time, partner performance              | Owner time returned, campaign velocity, fewer missed opportunities |

## Weekly review

What moved? What stalled? What did customers or performance data teach us? What decision is needed this week?

## Monthly review

Are the selected priorities changing the constraint? Which activity should be improved, expanded, paused, or stopped?

## YOUR WORKING PLAN

# Write the decisions down.

Use this page as the one-page operating plan for the next 90 days.

|                                           |
|-------------------------------------------|
| <b>PRIMARY BUSINESS CONSTRAINT</b>        |
|                                           |
| <b>90-DAY OUTCOME</b>                     |
|                                           |
| <b>PRIORITY 1 + OWNER</b>                 |
|                                           |
| <b>PRIORITY 2 + OWNER</b>                 |
|                                           |
| <b>PRIORITY 3 + OWNER</b>                 |
|                                           |
| <b>LEADING SIGNALS + BUSINESS RESULTS</b> |
|                                           |

**Need help identifying the right priorities? Take the Growth Clarity Assessment at [connersage.com/growth-assessment](https://connersage.com/growth-assessment) or contact [hello@connersage.com](mailto:hello@connersage.com).**