

# YOUR 30-60-90 DAY MARKETING PLANNER

*Quick, quick. Slow, slow.  
Know which is which before you act.*

A practical tool for marketing  
leaders stepping into a new role

# SECTION 1: THE THREE PHASES

Use this planner to focus your thinking, align with stakeholders and build momentum in your first 90 days.

<p><b>Days 1-30. Listen and learn</b></p>	<p><b>Days 31-60. Prioritise and build</b></p>	<p><b>Days 61-90. Commit and communicate</b></p>
<p>Resist the urge to act before you understand. Your priority this month is intelligence gathering about the brand, the business, the team and the people whose opinion of you will matter most.</p>	<p>You now have enough to act. Not everything but enough. Focus on the changes that will be visible, the gaps that are costing you most and the relationships that need investment.</p>	<p>By day 90 you should be able to show what you have learned, what you have changed and where you are taking things. This is your moment to lead with clarity.</p>
<p><b>Key questions to answer:</b></p> <ul style="list-style-type: none"> <li>• What does the business actually need from marketing right now?</li> <li>• Who are the stakeholders whose definition of success matters most and what does success look like to each of them?</li> <li>• What metrics are currently being reported, and are they the right ones?</li> <li>• What is working in the existing marketing activity, and what is not?</li> <li>• What is the state of the team skills, capacity, morale?</li> <li>• What agencies or suppliers are in place, and are they the right ones?</li> </ul>	<p><b>Key questions to answer:</b></p> <ul style="list-style-type: none"> <li>• Which quick wins will demonstrate momentum to the business?</li> <li>• Where are the gaps in the team or agency roster that need addressing?</li> <li>• Which metrics will you own and report against going forward?</li> <li>• Which existing activity should you stop, and how will you make that case?</li> <li>• Who needs to be brought along with you and how?</li> </ul>	<p><b>Key questions to answer:</b></p> <ul style="list-style-type: none"> <li>• Is your marketing plan agreed and understood by the right people?</li> <li>• Are your success metrics defined, visible and accepted by senior stakeholders?</li> <li>• Do you have the team and partners in place to execute?</li> <li>• Can you point to early evidence that the direction is right?</li> <li>• What is the story you are telling about the next 90 days?</li> </ul>

# SECTION 2: STAKEHOLDER SUCCESS MAP

Know what success looks like  
to the people who matter.



**Before you set your own metrics, understand theirs.**

Map the key people whose perception of your performance will shape your first year.

<b>Stakeholder name and role</b>	<b>What does success look like to them?</b>	<b>Which metrics reflect that?</b>	<b>How and how often will you update them?</b>

# SECTION 3: TEAM AND AGENCY HEALTH CHECK

Assess what you have inherited.

You cannot build the right team or roster without an honest picture of what is already there.

**Your team and agency audit.**

Use this section honestly. Note what you know, what you are still finding out and where the gaps are. This is for your eyes only.

<b>Internal team</b>	<b>Agency and supplier roster</b>
<ul style="list-style-type: none"> <li>• Who is on the team and what are their core strengths?</li> <li>• Where are the skill or capacity gaps?</li> <li>• What is the team's current workload and morale?</li> <li>• Who are the high performers you need to retain?</li> <li>• Are roles and responsibilities clearly defined?</li> </ul>	<ul style="list-style-type: none"> <li>• Which agencies or suppliers are currently in place?</li> <li>• What is each contracted to deliver?</li> <li>• Are they delivering? How do you know?</li> <li>• Are there gaps the roster does not cover?</li> <li>• Which relationships are worth investing in and which need reviewing?</li> </ul>



**CHALLENGE**

# COMPRESS THE SLOW, SLOW.

The intelligence-gathering phase is where the first 90 days is won or lost. The clearer your picture of what you have inherited, the faster and more confidently you move.

The Brand Accelerator Audit gives you that picture in as little as two weeks. Independent, director-led, covering brand, messaging, content, digital presence and competitive positioning. Not based on internal assumptions. Based on expert analysis.

You walk into your stakeholder conversations with evidence. Your quick, quick moves land with more confidence. And the slow, slow decisions get made on solid ground.

 [Find out more](#)

**Like to hear more? Contact Challenge**

**[contact@challengemarketing.co.uk](mailto:contact@challengemarketing.co.uk)**

**[challengemarketing.co.uk](http://challengemarketing.co.uk)**

**WHAT'S YOUR CHALLENGE?**

**CHALLENGE**

---

**ENGAGEMENT IS EVERYTHING**