

implement **RESOURCE GUIDE**

verb

**put a decision, plan, or
strategy into effect; make
practical use of research
and planning**

**COMPANION TOOLS & TEMPLATES FOR
COMPREHENSIVE RESEARCH AND STRATEGY**

90 DAY

plan

1. 90-DAY MARKETING CAMPAIGN PLANNER

WHAT IT IS:

A visual timeline to plan your 90-day marketing campaign from start to finish. Track your campaign theme, goals, budget, key dates, and weekly execution priorities.

HOW TO USE IT:

1. Start with your campaign theme (e.g., "Launch Campaign," "Awareness Campaign," "Lead Generation Campaign")
2. Set your campaign goals (revenue target, new customers, email list growth, social media growth)
3. Identify key dates (campaign start, major milestones, campaign end)
4. Allocate your marketing budget by channel (social media ads, networking, email tools, advertising materials, etc.)
5. Break the campaign into 13 weeks with weekly priorities
6. At the end of 90 days, review: Did you hit your goals? What worked? What didn't?



Download: [90-Day Marketing Campaign Planner PDF Link](#)



Tip: Run ONE focused campaign every 90 days. Don't try to do everything at once. Focus = results.

90 DAY *plan*

2. CONTENT CALENDAR (90-DAY PLANNER)

WHAT IT IS:

A 90-day content calendar to plan, batch-create, and schedule your social media posts, blog posts, emails, and other content. Never scramble for "what to post" again.

HOW TO USE IT:

1. Choose your monthly themes for Month 1, Month 2, and Month 3 (e.g., Month 1: Education, Month 2: Success Stories, Month 3: Sales)
2. Plan your weekly posting schedule (Monday-Sunday) with content types (Reel, carousel, story, live, blog, etc.)
3. Use the content formula: 3 posts to GROW (educational, shareable), 3 posts to BUILD (personality, story), 1 post to SELL (offer, CTA)
4. Batch-create 30-90 days of content in one sitting
5. Use a scheduling tool (Later, Buffer, Planoly) to automate posting



Download: Content Calendar Google Sheets



Tip: Block 2-4 hours per week for content creation. Treat it like a client appointment—non-negotiable.

MARKETING BUDGET & *roi tracker*

3. MARKETING BUDGET & ROI TRACKER

WHAT IT IS:

A pre-built spreadsheet with formulas to track every dollar you spend on marketing and every dollar you earn. Calculate your ROI automatically and see which channels are worth the investment.

HOW TO USE IT:

1. Set your total marketing budget for the quarter (90 days)
2. Allocate budget by channel (social media ads, networking/events, email marketing tools, advertising materials, partnerships, PR, etc.)
3. Track monthly spending for each channel
4. Track revenue generated from each channel
5. The spreadsheet auto-calculates:
 - Total marketing spend
 - Revenue per channel
 - ROI per channel $(\text{Revenue} - \text{Spend}) \div \text{Spend} \times 100$
 - Cost per customer
6. At the end of each month and quarter, review: Which channels are profitable? Which should you cut?


YOUR MARKETING BUDGET & ROI TRACKER

Quarter: Q__ [Year: ____]

Start Date: _____

End Date: _____

 Download: [Marketing Budget & ROI Tracker Google Sheets Link](#)

 Tip: Update this tracker weekly. If a channel isn't generating ROI after 30 days, pause it and reallocate budget to what's working.

MARKETING BUDGET & *roi tracker*

3. MARKETING BUDGET & ROI TRACKER

QUARTERLY REVIEW

Total Marketing Spend: \$_____

Total Revenue Generated: \$_____

Overall ROI: _____% (Auto-calculated)

Which channels had the highest ROI?

- 1.
- 2.
- 3.

Which channels should you cut or reduce?

- 1.
- 2.

What will you invest MORE in next quarter?

-
-

ACTION STEP:

Review this tracker every Monday. If a channel isn't profitable after 30 days, pause it and reallocate budget.

MARKETING *metrics*

4. MARKETING METRICS DASHBOARD

WHAT IT IS:

A one-page tracker to monitor your 8 key marketing metrics every week. See your progress at a glance and identify trends over 90 days.

HOW TO USE IT:

1. At the beginning of the quarter, set your 90-day goals (Revenue from marketing, New customers, Email list growth, Social media growth, Website traffic, Engagement rate, Cost per customer, ROI)
2. At the end of each week, update your 8 key metrics
3. At the end of each month, complete the Monthly Review section
4. At the end of 90 days, complete the Quarterly Review

📄 **Download:** [Marketing Metrics Dashboard Google Sheets](#)

💡 **Tip:** Update this dashboard every Monday morning. Set a recurring calendar reminder. Tracking = accountability.

YOUR MARKETING METRICS DASHBOARD

Quarter: Q__ [Year: ____]

Start Date: _____

End Date: _____

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QUICK Tools

QUICK LINKS & TOOLS

CONTENT CREATION & SCHEDULING

Design & Video Tools

- [Canva](#) - Create graphics, social media posts, presentations, and marketing materials (free and pro plans)
- [CapCut](#) - Free video editing app for TikTok, Instagram Reels, and YouTube Shorts

Social Media Scheduling Platforms

- [Later](#) - Visual content calendar for Instagram, Facebook, TikTok, Pinterest, LinkedIn (free and paid plans)
- [Buffer](#) - Schedule posts across multiple platforms, analyze performance, and manage engagement
- [Planoly](#) - Instagram-first planning and scheduling with visual grid preview

EMAIL MARKETING

Email Marketing Platforms

- [Kit \(formerly ConvertKit\)](#) - Creator-focused email marketing with automation, landing pages, and forms
- [Mailchimp](#) - All-in-one marketing platform with email, automation, and analytics (free tier available)
- [Flodesk](#) - Beautiful, easy-to-use email marketing with flat-rate pricing (\$38/month unlimited subscribers)
- [MailerLite](#) - Affordable email marketing with automation, landing pages, and websites (free up to 1,000 subscribers)

PROJECT MANAGEMENT

Organization & Productivity Tools

- [Trello](#) - Visual project management with boards, lists, and cards (free and paid plans)
- [Asana](#) - Task management, project tracking, and team collaboration (free for up to 15 users)
- [Notion](#) - All-in-one workspace for notes, docs, wikis, databases, and project management
- [Google Calendar](#) - Free calendar for scheduling, reminders, and time management

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QUICK Tools

ANALYTICS & TRACKING

Performance Measurement Tools

- [Google Analytics](#) - Free website traffic analytics, user behaviour tracking, and conversion measurement
- [Facebook Business Suite](#) - Manage Facebook and Instagram accounts, schedule posts, view insights, and respond to messages
- [Instagram Insights](#) - In-app analytics for Instagram business accounts (reach, engagement, demographics)
- [LinkedIn Analytics](#) - Track post performance, follower demographics, and page engagement

PAID ADVERTISING

Ad Platforms

- [Facebook Ads Manager](#) - Create and manage ads for Facebook, Instagram, Messenger, and Audience Network
- [Google Ads](#) - Run search, display, video, and shopping ads across Google's network
- [LinkedIn Ads](#) - B2B advertising with targeting by job title, industry, company size, and more

NETWORKING & COLLABORATION

Event & Community Platforms

- [Eventbrite](#) - Find and host local events, workshops, and networking opportunities
- [Meetup](#) - Discover and join networking groups, professional communities, and interest-based meetups
- [LinkedIn](#) - Professional networking, B2B connections, thought leadership, and industry groups

PR & MEDIA

Media Outreach Tools

- [HARO \(Help a Reporter Out\)](#) - Connect with journalists and get featured in media outlets (free and paid plans)
- [Podcast Guest](#) - Find podcasts to pitch yourself as a guest expert
- [SubmitHub](#) - Submit your content to blogs, playlists, and media outlets for coverage

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