

The 90-Day Marketing Clarity Blueprint

Stop the financial bleeding. Align with sales. Build a predictable revenue engine.

When B2B companies scale, marketing often devolves into a chaotic mix of disconnected tactics and wasted ad spend. You don't need a trendy new funnel, you need subtraction. Here is the exact 90-day operating system to bring structure to the noise and turn marketing back into a profit center.

The Three-Step Framework

01

PHASE 1: Triage & Audit (Days 1–30)

The Goal: Stop the waste and find the leaks.

The Actions: Pause failing ad campaigns, shut down draining funnels, and audit CRM data. We establish a baseline, halt the “spray and pray” spending, and ensure every dollar going out has a measurable purpose.

02

PHASE 2: The Rebuild (Days 31–60)

The Goal: Build the bridge to the Sales team.

The Actions: Marketing's job doesn't end at the lead handoff. We build highly targeted landing pages, optimize conversion paths, and create the exact custom collateral (leave-behinds, limited-time offers) the sales team needs to engineer buyer urgency.

03

PHASE 3: Targeted Velocity (Days 61–90)

The Goal: Scale high-intent, predictable pipeline.

The Actions: With the waste eliminated and the sales team equipped, we turn the tap back on. We launch highly specific, in-market campaigns designed to capture actual buyers and drive measurable ROI.

The Proof

THE RESULTS: A Record-Breaking Sales Year

This exact framework was recently deployed for a complex B2C brand, resulting in:

85% shift in web traffic to highly qualified, in-market buyers.

>40% Year-over-Year increase in qualified lead volume.

+5% lift in the overall sales closing rate.

