

# 90-Day Marketing Reset Playbook

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A step-by-step plan for companies looking to rebuild their marketing in 90 days: from diagnosis to a functioning growth system.

Best suited for founder-led and growth-stage companies where marketing exists but operates chaotically.

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## PHASE 1: DIAGNOSIS (DAYS 1-21)

### Week 1. Context and Audit

**Goal:** Understand the real picture, not the version from the last presentation.

- Conduct interviews with the founder/CEO: business goals, expectations from marketing, current frustrations
- Gather data: GA4/Mixpanel, CRM funnel, unit economics by channel, current budgets
- Audit every active channel: what's working, what's burning money with no results
- Talk to the team: who owns what, where the bottlenecks are, what's blocking progress
- Verify marketing and sales alignment: do they share the same understanding of ICP and qualified lead

**Artifact:** Diagnostic Summary — 3-5 pages with key findings and bottlenecks.

### Week 2. Unit Economics and Funnel

**Goal:** Figure out where money is leaking and where the growth opportunities are.

- Calculate CAC by channel (not the average — per channel)
- Determine LTV by key segments
- Identify the funnel stage with the highest drop-off
- Assess what percentage of the budget goes to channels with proven ROI vs. "experiments without tracking"
- Compare cost of acquisition vs. quality of acquisition across channels

**Artifact:** Unit Economics Dashboard — a table with key metrics by channel and segment.

### Week 3. Conclusions and Strategic Decisions

**Goal:** Document what to change and what to keep.

- Create a "kill list" — channels, activities, and processes that aren't working
- Create a "double down" list — what's delivering results but is underinvested
- Define 2-3 key growth hypotheses for the next 60 days
- Hold a strategic alignment session with the founder/CEO
- Approve priorities and budget decisions

**Artifact:** Strategic Brief — a document with priorities, decisions, and rationale.

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## Week 4. Positioning and Messaging

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Roman Belov — Fractional CMO

- Refine the ICP: who actually buys, not who "could potentially buy"
- Rewrite the core value proposition — one sentence that explains why you exist
- Build a messaging framework: for the website, outreach, and advertising
- Verify that sales and marketing speak the same language

## Week 5. Channel Strategy

- Select 2-3 priority channels based on data from Phase 1
- Define KPIs for each channel (not vanity metrics — tied to revenue)
- Reallocate the budget: more to proven channels, less to experiments
- Set up attribution and tracking if it's missing or broken

## Week 6. Team and Roles

- Determine which roles are needed and which are redundant
- Define ownership: who is responsible for what, who to escalate to
- Fix or restructure processes with contractors and agencies
- If hiring is needed — launch the search for key positions

## Week 7. Operating Model

- Implement a weekly review: a 30-minute cadence with metrics and decisions
- Set up a leadership dashboard: 5-7 metrics that are actually reviewed
- Define a decision-making framework: how to make decisions on channels, budget, and priorities
- Establish a quarterly planning cadence

**Artifact:** Operating Playbook — a document with roles, processes, KPIs, and rhythms.

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## PHASE 3: LAUNCH AND CALIBRATION (DAYS 51-90)

### Weeks 8-9. Execution Sprint

- Launch the updated channel mix under the new strategy
- Deploy new messaging across key touchpoints (website, ads, email)
- Conduct the first 2 weekly reviews in the new format
- Begin collecting data against updated KPIs

### Weeks 10-11. Early Results and Adjustments

- Evaluate early signals: what's working, what's not
- Adjust the budget and priorities based on initial data
- Conduct a monthly review with the founder/CEO
- Document which hypotheses were validated and which were not

### Weeks 12-13. Stabilization and Handover

- Confirm the weekly rhythm runs without manual oversight
- Verify the team understands their KPIs and can make decisions independently

- Prepare a Quarterly Review: results, lessons learned, plan for the next quarter

- Determine whether a continuing engagement is needed or the function can operate on its own

**Artifact:** 90-Day Results Report — what changed, which metrics moved, and what comes next.

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## KEY PRINCIPLES

1. **Diagnosis before action.** Don't launch anything new until you understand what's broken in the current setup.
  2. **Revenue focus.** Every decision is tested against the question: "Does this move us closer to revenue or create noise?"
  3. **Speed through focus.** Do fewer things, but the ones that actually matter.
  4. **Founder alignment.** Every 2 weeks — a sync with the founder/CEO to stay in the same reality.
  5. **System, not hero.** The goal is to build a function that works, not to become indispensable.
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## NEXT STEP

Want to go through this process with the support of an experienced marketing leader? [belov.marketing](https://belov.marketing)