

90-Day Executive Action Plan: Modern Marketing as a Revenue Engine

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1) Objectives & Outcomes

This 90-day plan converts marketing from a cost center into a measurable revenue driver. By Day 90 you will have:

- A board-approved Metrics Charter (pipeline contribution, CAC, LTV, ROI) with precise definitions and owners.
- An integrated, QA'd data foundation (CRM ↔ marketing automation ↔ attribution) and clean UTM/tracking.
- Hardwired sales–marketing alignment (shared KPIs, SLAs, monthly pipeline reviews).
- A live ABM pilot and AI-assisted scoring/personalization producing measurable pipeline and cycle-time gains.
- A board-ready Revenue Impact Report plus a scale plan for the next 2–3 quarters.

2) Roles & RACI

RACI is a simple roles & responsibilities model used to make ownership crystal-clear on any project.

- R – Responsible: Does the work. There can be many Rs.
- A – Accountable: Owns the outcome and signs off. There should be exactly one A per task.
- C – Consulted: Gives input before decisions (two-way communication).
- I – Informed: Kept in the loop after decisions (one-way updates).

Role	Primary Responsibilities	Key Decisions	RACI
CEO	Set growth targets, sponsor cadence, remove blockers	Approve Metrics Charter & reallocations	A

CMO	Own plan, metrics, ABM, automation, content	SLA definitions, budget reallocation	R
CRO	Co-own pipeline targets/forecast; sales process & cadences	Lead routing, qualification, sequences	R
RevOps Lead	Data model, attribution, dashboards, pipeline hygiene	Attribution approach, dashboard spec	R
Demand Gen Lead	Campaigns, ABM plays, nurture, testing	Channel mix, offers	R
Sales Ops	Routing, territories, CRM config, enablement	Stage definitions, SLA instrumentation	R
Data/Analytics	Tracking, QA, baselines, KPI monitoring	Data quality thresholds, anomaly handling	R
Marketing Ops	MAP integration, automation build, UTM governance	Journey logic, scoring implementation	R
IT/CRM Admin	Access, security, integrations	Integration timeline, APIs	C
Finance	Budget control, ROI validation	Investment gates, efficiency targets	C

3) Governance & Cadence

- Weekly (30 min) – Executive Pipeline Review (CMO/CRO/RevOps; CEO optional)
- Biweekly (45 min) – Data & Attribution QA (tracking gaps, completeness %, model drift)
- Monthly (60–90 min) – Board-Ready Readout (pipeline %, CAC/LTV/ROI, wins/learns, next bets)
- Daily (15 min, optional) – RevOps standup for cross-team blockers

4) KPIs, Formulas & Day 30/60/90 Targets

KPI	Definition / Formula	Target Day 30 / 60 / 90	Notes
Pipeline Contribution	Marketing-influenced opps ÷ total opps × 100	Baseline → +10 pts → +15–20 pts	Track sourced & influenced
MQL→SQL Conversion	SQL ÷ MQL × 100	Baseline → +15% → +25%	SLAs + scoring + routing
SLA Adherence (Speed-to-Lead)	% leads contacted within X min/hr	70% → 90% → 95%	Segment by channel
Data Completeness	% opps with source/UTM/stage dates	80% → 95% → 98%	Gate stage progress
Cycle Time (Stage Velocity)	Avg days per stage & total cycle	–5% → –12% → –20%	ABM + enablement
CAC	(Sales + Marketing cost) ÷ new customers	Baseline → –5% → –10–15%	By segment/offer
Marketing ROI	(Revenue – Cost) ÷ Cost	Baseline → +10% → +25%	Finance tie-out

5) Week-by-Week Roadmap (90 Days)

Week 1: Kickoff & Success Definition

Objectives:

- Executive kickoff and scope
- Metrics Charter v0.9: definitions/formulas & owners for pipeline %, CAC, LTV, ROI
- Inventory systems, reports, fields, and gaps
- Deliverables:
- Draft Metrics Charter
- System/Data Inventory & Gap List

Week 2: Baselines & Dashboard Spec

Objectives:

- Pull KPI baselines (last 4 quarters)
- Executive Dashboard Requirements: audiences, views, filters, drill-downs

- Finalize pipeline taxonomy & stage definitions

Deliverables:

- Baseline KPI Report
- Dashboard Spec v1.0

Week 3: Tracking & Data Audit

Objectives:

- Audit CRM/MAP tracking; UTM standards; lead source mapping
- Define required fields & validation rules
- Decide attribution model (position/time-decay/data-driven)
- Deliverables:
- Data Model & Tracking Plan
- Attribution Decision

Week 4: Integration & QA

Objectives:

- Connect CRM ↔ MAP ↔ attribution; identity resolution rules
- Implement UTM/event tracking; QA checklist; first QA pass
- Stand up Dashboard v1 (read-only)
- Deliverables:
- Integrated Data Map
- QA Checklist & First QA
- Dashboard v1

Week 5: Alignment & SLAs

Objectives:

- Define MQL/SQL/SAL; routing rules; handoff criteria
- Draft SLAs: speed-to-lead, follow-up depth, recycling
- Enablement one-pagers & training for BDR/AE

Deliverables:

- SLA Doc v1.0
- Routing Rules live in CRM
- Enablement Pack

Week 6: Scoring & Nurture Foundations

Objectives:

- Implement fit + engagement scoring v1 (heuristic); thresholds by segment
- Map nurture journeys by stage & ICP tier

- Content gap analysis for ABM

Deliverables:

- Lead Scoring v1
- Journey Maps
- Content Gap List

Week 7: ABM Pilot Prep

Objectives:

- Define ICP & tiering; select 50–100 target accounts (TAL)
- Build 1:1 / 1:few / 1:many plays & assets
- Sales–marketing orchestration calendar

Deliverables:

- Target Account List
- Playbooks & Asset List
- Orchestration Calendar

Week 8: AI POC & Automation Build

Objectives:

- AI scoring POC on historical data; define success metrics
- Personalization pilot (dynamic web/email for 1–2 segments)
- Build automation journeys; instrument experiment tracker

Deliverables:

- AI POC Results
- Personalization Pilot Plan
- Automation Journeys v1

Week 9: Launch Pilots & Instrumentation

Objectives:

- Launch ABM + AI pilots; align SDR/AE sequences
- Finalize Dashboard v2 with exec views & drill-downs
- Start weekly RevOps pipeline review

Deliverables:

- Pilot Launch Memo
- Dashboard v2 (Exec-ready)
- Weekly Review Agenda

Week 10: Early Optimization

Objectives:

- Analyze coverage/penetration, engagement, stage velocity
- Tighten SLAs, scoring thresholds, routing rules
- Scale winners; pause underperformers

Deliverables:

- Optimization Log
- SLA/Scoring Update
- Winning Offers Pack

Week 11: Scale & Efficiency

Objectives:

- Expand pilots to next ICP tier/region
- Finance tie-out on ROI/CAC; attribution sanity check
- Harden data QA & alerting

Deliverables:

- Scale Plan v1
- Finance-Verified ROI Snapshot
- QA Alerts Enabled

Week 12: Enablement & Change Management

Objectives:

- Refresh sales enablement; objections; customer stories
- Executive comms: results & next-phase plan
- Groom Q2 backlog (features, content, channels)

Deliverables:

- Enablement Kit v2
- Exec Comms Draft
- Q2 Backlog

Week 13: Day 90: Board Readout & Next-Quarter Plan

Objectives:

- Board Revenue Impact Report: pipeline %, CAC, ROI, ABM/AI lift
- Executive retrospective; scale-or-stop decisions
- Approve next-quarter budget reallocations

Deliverables:

- Board Report
- 90-Day Retrospective
- Q+1 Budget & Roadmap

6) Templates & Artifacts (Included in Scope)

- Metrics Charter (definitions, formulas, owners, reporting cadence)
- KPI Dictionary (field-level specs mapped to CRM/MAP)
- Executive Dashboard Spec (views, filters, drill-downs, ownership)
- SLA Document (MQL/SQL/SAL, speed-to-lead, follow-up standards)
- Routing Rules Matrix (by ICP tier, territory, segment)
- ABM Playbook (1:1 / 1:few / 1:many) + Orchestration Calendar
- AI Scoring POC Brief (inputs, success metrics, governance)
- Experiment Tracker (hypothesis → metric → result → next)
- Board Revenue Impact Report Outline (narrative + appendix)

7) Risks & Mitigations

- Data gaps / dirty data: Weekly QA; block stage progression on missing fields; automated alerts
- SLA non-compliance: Auto-alerts to managers; show adherence in weekly exec review; targeted enablement
- Tool sprawl / integration delays: Prioritize KPI-linked integrations; timebox nice-to-haves; use interim exports
- Change resistance: Exec sponsorship; quick wins; publicize wins; continual enablement
- Attribution disputes: One primary model + secondary view; publish method notes in dashboard