



90-DAY GO-TO-MARKET PLAN TEMPLATE

A structured 90-day action plan built around the AIM Framework. Use this template to launch a new product, enter a new market, build a new marketing channel, or reset your entire go-to-market approach with clarity and momentum.

BUSINESS CONTEXT

Company / Product name:

What are you launching or growing in this 90-day window?

Who is the specific target customer for this GTM effort?

What is the core problem you solve for them?

What does success look like at Day 90? (Be specific — include a number.)



PHASE
01

Days 1–30 · AUTOMATE — BUILD THE FOUNDATION

Establish your brand, set up systems, and eliminate manual tasks before you scale anything.

Goals for Days 1–30 [AIM: Automate]

Primary goal (what must be true by end of Phase 1?):

Secondary goal:

Key risk or assumption to validate:

Brand & Messaging [AIM: Automate]

Finalized positioning statement:

Primary value proposition:

3 messages that resonate with target customer:

Systems to Set Up [AIM: Automate]

Marketing automation platform / email tool:

CRM or contact management system:

Analytics and tracking:

Content calendar and scheduling tool:



Phase 1 weekly priorities:

Week 1	Week 2	Week 3	Week 4

Phase 1 success metrics (what numbers will you track?):



PHASE
02

Days 31–60 · INTEGRATE — CONNECT & COMPOUND

Connect your tools, launch your channels, and build the feedback loops that make your marketing smarter.

Goals for Days 31–60 [AIM: Integrate]

Primary goal (what must be true by end of Phase 2?):

Secondary goal:

What Phase 1 assumption was proven or disproven?

Channel Activation [AIM: Integrate]

Primary marketing channel (where are you going all-in?):

Secondary channel (supporting, not primary focus):

Content types and frequency per channel:

Paid media strategy (if applicable — budget and targeting):

Integration & Automation Expansion [AIM: Integrate]

Tools to connect this phase (e.g., CRM ↔ email ↔ ads):

Lead scoring or segmentation criteria:

Automated follow-up sequences to build:



Phase 2 weekly priorities:

Week 1	Week 2	Week 3	Week 4

Phase 2 success metrics:



PHASE
03

Days 61–90 · MONETIZE — OPTIMIZE & SCALE

Use the data from Phase 1 and 2 to double down on what works, cut what doesn't, and drive revenue.

Goals for Days 61–90 [AIM: Monetize]

Primary goal (what must be true by Day 90?):

Revenue target for this period:

What is the single highest-leverage action of the entire 90 days?

Conversion Optimization [AIM: Monetize]

Where are leads dropping off in the funnel?

What A/B tests are you running this phase?

What content or offer is converting best — how will you amplify it?

Scaling & Reinvestment [AIM: Monetize]

Which channel has earned increased budget or attention?

What automation can be added to reduce manual effort further?

What will you carry into Month 4 and beyond?



Phase 3 weekly priorities:

Week 1	Week 2	Week 3	Week 4



90 - DAY REVIEW

Complete this on Day 90. Honest answers here set up the next 90-day cycle.

What was the single biggest win of the 90 days?

What did not work as expected, and why?

What did you learn about your customer that you didn't know on Day 1?

What is the #1 priority for the next 90 days?

Final revenue / lead / conversion numbers vs. target (Day 1 goal):

The AIM Framework is a loop, not a finish line.

Each 90-day cycle feeds better data into the next. That is how marketing compounds.

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