

Brand vs Performance Marketing: 90-Day Implementation Checklist



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90-Day Implementation Checklist

Company:

Start Date:

PHASE 1: FOUNDATION (DAYS 1-30)

WEEK 1: ASSESSMENT & ALIGNMENT (Days 1-7)

Day 1-2: Current State Audit

- ☐ Document all marketing activities
- ☐ Calculate brand/performance split: Current: ____% / ____%
- ☐ Review last 6 months metrics
- ☐ Interview stakeholders (list names): _____
- ☐ Complete Integration Readiness Checklist

Score: ____/28 - Status: _____



Day 3-4: Team Alignment Workshop

Schedule half-day workshop - Date: _____

- ☐ Prepare integration framework presentation
- ☐ Facilitate discussion on challenges
- ☐ Identify quick wins (list 3):

1. _____

2. _____

3. _____

☐ Assign roles: Brand lead: _____ Perf lead: _____

Day 5: Define Success Metrics

☐ Business outcomes (select 5-7):

☐ Integration indicators (select 4-6):

☐ Brand metrics (select 5-8):

☐ Performance metrics (select 8-12):

WEEK 2: STRATEGY DEVELOPMENT (Days 8-14)

Day 6-7: Buyer Journey Mapping

- ☐ Define 5 journey stages with triggers
- ☐ Map existing content to stages
- ☐ Identify content gaps (list top 5):

1. _____
2. _____
3. _____
4. _____
5. _____

- ☐ Assign brand/performance mix per stage

Day 8-9: Budget Allocation Planning

- ☐ Calculate optimal split for stage: Target: ____% / ____%
- ☐ Current budget: \$_____
- ☐ Proposed allocation:

Brand: \$_____ (____%) Performance: \$_____ (____)%

- ☐ Identify reallocation opportunities
- ☐ Create Q1/Q2/Q3/Q4 breakdown

Day 10: Messaging Framework

- ☐ Core positioning statement:
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- ☐ Value propositions by stage documented
- ☐ Messaging matrix created and shared
- ☐ Brand + performance teams aligned on messaging

WEEK 3: TECHNOLOGY & MEASUREMENT (Days 15-21)

Day 11-13: Attribution Foundation

- ☐ Audit current attribution: Model used: _____
- ☐ Select attribution model: Chosen: _____
- ☐ Document UTM standards (template created)
- ☐ Verify CRM ↔ MAP integration working
- ☐ Test data flow end-to-end

Day 14-15: Dashboard Creation

- ☐ Select dashboard tool: _____
- ☐ Connect data sources (list): _____
- ☐ Build integrated dashboard v1.0
- ☐ Share with team, gather feedback
- ☐ Schedule weekly dashboard review: Day/Time: _____

WEEK 4: FIRST CAMPAIGN LAUNCH (Days 22-30)

Day 16-18: Campaign Design

- ☐ Campaign topic selected: _____
- ☐ Dual objectives defined:
Brand: _____
Performance: _____
- ☐ Buyer journey mapping complete
- ☐ Content ecosystem planned
- ☐ Campaign brief completed and approved

Day 19-21: Content Creation

☐ Hero content created: Type: _____

☐ Supporting content (list 3-5):

☐ Landing pages built and tested

☐ Email sequences configured

☐ Social assets prepared

Day 22-24: Campaign Launch

☐ Brand tactics activated: _____

☐ Performance campaigns live: _____

☐ Tracking verified working

☐ Day 1 performance reviewed

☐ Quick optimizations made

Day 25-30: Review & Iterate

☐ Week 1 results documented

☐ Learnings captured (what worked/didn't): _____

- ☐ Adjustments made
- ☐ Team celebrates wins
- ☐ Next campaign planning begins

PHASE 1 CHECKPOINT (Day 30)

- ☐ All Week 1-4 tasks completed
- ☐ First integrated campaign live
- ☐ Dashboard operational
- ☐ Team aligned and collaborating
- ☐ Baseline metrics established

Status: ☐ On Track ☐ Ahead ☐ Behind ☐ At Risk

Notes:

PHASE 2: EXPANSION (DAYS 31-60)

WEEK 5-6: SCALE WHAT'S WORKING (Days 31-42)

- ☐ Launch 2-3 additional integrated campaigns

Campaign 2:

Campaign 3:

Campaign 4:

- ☐ Content Production
 - ☐ First integrated campaign live
 - ☐ Dashboard operational
 - ☐ Team aligned and collaborating
 - ☐ Baseline metrics established

- ☐ Channel Expansion
 - ☐ Test new channel 1: _____
 - ☐ Test new channel 2: _____
 - ☐ Optimize top 3 performers:
 - 1. _____



2. _____

3. _____

☐ Document channel playbooks

☐ Team Development

☐ Weekly syncs established: Day/Time: _____

☐ Cross-functional teams formed

☐ Attribution training completed

☐ Roles and workflows refined

WEEK 5-6: SCALE WHAT'S WORKING (Days 31-42)

☐ Attribution Enhancement

☐ Multi-touch attribution fully implemented

☐ Data accuracy validation complete

☐ Segmentation by brand exposure created

☐ Integration indicators calculated

☐ Dashboard Evolution

☐ Integration indicators section added

☐ Executive summary view created

- ☐ Team-specific dashboards built
- ☐ Automation implemented where possible
- ☐ Reporting
 - ☐ First monthly executive report delivered
 - ☐ Sales-marketing metrics alignment achieved
 - ☐ Stakeholder feedback incorporated
 - ☐ Reporting cadence established

PHASE 2 CHECKPOINT (Day 60)

- ☐ Multiple campaigns running
- ☐ Attribution model providing insights
- ☐ Integration indicators showing brand+performance synergy
- ☐ Channels optimized based on data
- ☐ Team working collaboratively

Status: ☐ On Track ☐ Ahead ☐ Behind ☐ At Risk

Key Metrics at Day 60:

MQLs generated: _____ (vs. target: _____)

Brand awareness: _____% (vs. target: _____%)

CAC: \$_____ (vs. target: \$_____)

Pipeline created: \$_____ (vs. target: \$_____)

PHASE 3: OPTIMIZATION (DAYS 61-90)

WEEK 9-10: DATA-DRIVEN OPTIMIZATION (Days 61-70)

- ☐ Campaign Optimization
- ☐ Analyze 60-day performance data
- ☐ Identify top 3 performing tactics:

1. _____
2. _____
3. _____

- ☐ Scale winners, stop losers
- ☐ A/B test key elements (list tests): _____
- ☐ Refine messaging based on conversion data

- ☐ Budget Reallocation
- ☐ Review channel efficiency metrics
- ☐ Shift \$_____ to top performers
- ☐ Maintain 15% experimental budget
- ☐ Plan Q2 allocation:

Brand: \$_____ (%) Performance: \$_____ (____)%

- ☐ Process Improvement
- ☐ Document successful workflows
- ☐ Create templates (list created): _____
- ☐ Streamline approval processes
- ☐ Identify automation opportunities (list):

WEEK 11-12: STRATEGIC PLANNING (Days 71-90)

- ☐ Quarterly Business Review
- ☐ Prepare QBR presentation (completed)
- ☐ Present to leadership: Date: _____

- ☐ Gather feedback and direction
- ☐ Secure Q2 commitment and budget
- ☐ Shift \$_____ to top performers
- ☐ Document action items: _____
- ☐ Next Quarter Planning
- ☐ Set Q2 OKRs (3-5 key objectives):
 1. _____
 2. _____
 3. _____
- ☐ Plan major campaigns (list 3-4):

- ☐ Budget allocation finalized
- ☐ Identify team needs (hiring, training)
- ☐ Technology investment plans
- ☐ Brand Awareness Baseline
- ☐ Conduct first brand survey: Method: _____ Sample size: _____

☐ Document baseline:

Awareness: ____% Consideration: ____% Preference: ____%

☐ Set 6-month targets

☐ Future-Proofing

☐ AI search optimization checklist completed

☐ First-party data strategy documented

☐ Community building plan created

☐ Emerging channel tests scheduled

PHASE 3 CHECKPOINT (Day 90)

☐ Data-driven optimization in place

☐ QBR successfully delivered

☐ Q2 strategy approved and funded

☐ Brand baseline established

☐ Integration maturity improved

PHASE 2 CHECKPOINT (Day 60)

90-Day results	Goal	Actual	Status
Pipeline Created (€)			
MQL's Generated			
Brand Awareness (%)			
Cost Per Lead (€)			
Multi-Touch Revenue (%)			

TOP 3 WINS:

- 1.
- 2.
- 3.

PHASE 2 CHECKPOINT (Day 60)

TOP 3 LEARNINGS:

- 1.
- 2.
- 3.

NEXT PHASE PRIORITIES (Days 91-180):

- 1.
- 2.
- 3.

Completed by: _____ Date: _____

Next Review: _____ (Recommend: 30 days)



Now go work on it!

In case you're still unsure what to do and need some help, no worries.

Just contact C-Mimmi-O!



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