# The 90-Day Checklist for a New Brand

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The order I follow when I start with a new brand: gather data, test small, scale what works, then check the route. Tick each box as you go.

> The one rule: **change nothing until the week-one data has been reviewed. Decide from data, not from pressure.**

## 1 Week one: look under the hood

DAYS 1 TO 7

- [ ] Get access to ad accounts, analytics and the website
- [ ] Collect past campaigns and what they cost
- [ ] Pull ad data: spend, reach, cost per result
- [ ] Review analytics: traffic sources, behavior, drop-offs
- [ ] Read the sales log or CRM: who bought, from where
- [ ] Check tracking: pixels, events, UTM tags work
- [ ] Map the customer path from first click to sale
- [ ] List bottlenecks: slow replies, weak offer, broken forms
- [ ] Look at competitors and the market position
- [ ] Write down what you found, change nothing yet

**Exit goal:** one page that says what works, what does not and what is unknown.

## 2 Month one: first gear

WEEKS 2 TO 4

- [ ] Agree on the goal in numbers (leads, sales, revenue)
- [ ] Define the audience and the main offer
- [ ] Build a simple roadmap for 90 days
- [ ] Choose the measures you will report on
- [ ] Prepare content and creatives for testing
- [ ] Launch small test ads on a limited budget
- [ ] Split the budget by plan and keep room for error
- [ ] Agree who answers leads and how fast

**Exit goal:** a plan everyone signed off on and the first test results coming in.

## 3 Months two and three: acceleration

DAYS 30 TO 80

- [ ] Scale the tests that worked, pause the ones that did not
- [ ] Compare by cost per sale, not only cost per click or message
- [ ] Improve the website and landing pages
- [ ] Coordinate with the in-house team or bring in a specialist
- [ ] Refresh creatives before they tire out
- [ ] Review the budget every week

**Exit goal:** spend moves toward what sells, and the website supports it.

## 4 Day 90: check the route

DAY 90

- [ ] Compare results with the goals from month one
- [ ] Check which source brought the best customers
- [ ] Review sales-team coordination and lead quality
- [ ] Decide: right way, speed up. Wrong way, go back.
- [ ] Calculate cost per sale for every campaign
- [ ] Find the one thing that looked bad but sold well
- [ ] Strengthen tracking and reporting
- [ ] Write the next 90-day plan

**Exit goal:** a clear decision on what to scale, fix or stop.

## Adapt it to your business

The four stages stay the same. What you measure changes with the way you sell.

| Business type | Look at in week one | Main number at day 90 |
|---|---|---|
| **Lead-based service** | Ad data, form and message volume, how fast leads get an answer, the sales log | Cost per qualified lead and cost per sale |
| **E-commerce** | Product feed, checkout drop-offs, returning buyers, tracking of purchases | Return on ad spend and cost per order |
| **B2B** | Decision makers reached, content that drew calls, how long deals take | Cost per meeting and cost per closed deal |
| **Local business** | Maps listing, reviews, calls and walk-ins, seasonal patterns | Cost per call or visit |

**Your notes**

**Why it works:** two campaigns can look the opposite way round when you compare messages and when you compare sales. One cost about $1.50 per message and the other $3.10, yet the pricier one sold for less per sale. You only see that when you check the route.