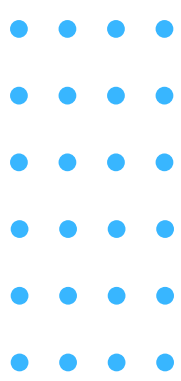


30/60/90-DAY MARKETING ONBOARDING CHECKLIST



FIRST 30 DAYS: LEARN AND ASSESS

- ☐ Review marketing channels, campaigns, and metrics
- ☐ Audit content, brand assets, and engagement
- ☐ Meet cross-functional teams to align on goals and workflows
- ☐ Understand audiences, buyer journeys, and segments
- ☐ Draft preliminary campaign calendar and content plan
- ☐ Identify quick wins for visibility and engagement

DAYS 31-60: BUILD AND LAUNCH

- ☐ Launch campaigns with clear goals and tracking
- ☐ Maintain consistent content rhythm across channels
- ☐ Test messaging, formats, and calls to action
- ☐ Develop templates and processes for repeatable work
- ☐ Set up dashboards to track engagement and performance
- ☐ Support cross-functional efforts (e.g., launches, hiring, brand)

DAYS 61-90: OPTIMIZE AND SCALE

- ☐ Analyze results and refine messaging and formats
 - ☐ Build documentation for workflows and campaign playbooks
 - ☐ Deepen collaboration with internal stakeholders
 - ☐ Recommend tools, partners, or resources as needed
 - ☐ Expand content pillars and explore growth channels
 - ☐ Create quarterly roadmap aligned with priorities
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