

12-Week Marketing Implementation Plan

Capturing Attention → Building Trust → Converting Customers

This 12-week sprint turns scattered marketing into a simple, repeatable system. You'll define who you're serving, craft offers that convert, launch fast with proof, and then scale what works. Each cycle ends with documented playbooks so momentum compounds.

The 12-Week Marketing Sprint

Weeks 1-2: Foundation & Avatar Clarity

Start by defining 1–3 customer avatars (age, lifestyle, pains, goals, and buying triggers). Write your **Onlyness Statement**: *"We are the only [category] that [unique value] for [avatar] so they can [outcome]."* Capture the top pains, dreams, objections, and decision triggers. Draft a baseline offer using the formula **dream outcome + speed + certainty – risk**, and set up basic tracking (analytics plus a simple CRM or spreadsheet).

Weeks 5-6: Content Engine & Funnel Setup

Produce 5–7 short, raw videos (authentic beats polished). Choose one or two primary channels where your avatars actually spend time. Set up a clean lead capture (landing page, form, SMS reply, or booking link) and map a simple funnel: **cold content → nurture with proof → clear CTA**. Launch a three-touch email/SMS nurture sequence to warm new leads.

Weeks 9-10: Optimization & Scaling

Review **CPL**, **scheduled quote rate**, and **close %**. Pause underperforming creatives and double down on winners. Sharpen the offer with urgency, bundles, and limited slots. If unit economics are healthy, layer in **one** new channel and increase budgets gradually to protect CAC.

Weeks 3-4: Message & Offer Development

Craft three hook lines per avatar that combine a pattern interrupt, their core pain, and curiosity. Build your **core offer stack** (service + bonus + risk reversal) and a quick **objection bank** with one-line counters. Write ad/post templates that follow **Hook → Problem → Promise → Proof → CTA**. Record one **pillar story video** that introduces your brand, the problem you solve, and why it matters now.

Weeks 7-8: Launch & Proof Collection

Run test campaigns at **\$50–\$100/day** on your chosen channels. Track early signals like **3-second view rate** and **CTR** to identify winning hooks. Close early customers and collect **proof assets**—reviews, photos, and short clips—and publish a weekly pillar piece with atomized shorts. Build remarketing audiences for site visitors, leads, and engagers.

Weeks 11-12: Systemize & Reset

Document what worked: winning hooks, offers, and proof. Turn them into **SOPs** for content production, review collection, and follow-ups. Refresh your funnel copy with the strongest proof and build a **remarketing ladder** (cold → warm → hot → renewal). Celebrate the wins, then set goals and dates for the next 12-week sprint.

Rules of the Game

Each week, review metrics and run **no more than two experiments**. Each day, focus on your top three marketing priorities (attention, leads, conversions).

Keep a creative bias: **raw > polished**, **faces > stock**, **proof > promise**.

Treat every customer as a future **proof, referral, and remarketing asset**.



Metrics That Drive Success

Attention

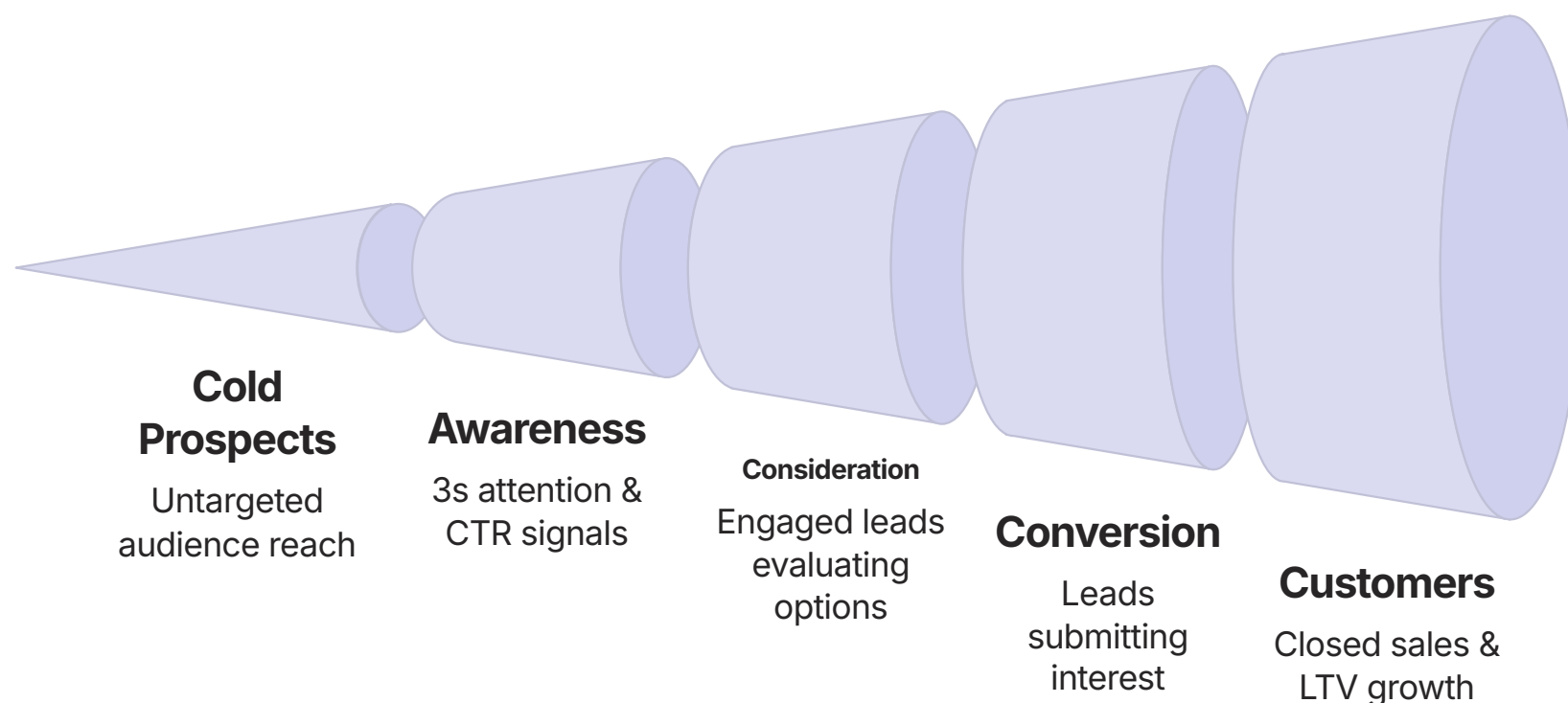
- 3-second scroll-stopper rate
- CTR (Click-Through Rate)

Conversion

- Cost per lead (CPL)
- Scheduled quote %
- Close %

Cash

- Average order value (AOV)
- Customer acquisition cost (CAC)
- Lifetime value (LTV)



The Marketing Funnel Formula

This 12-week sprint transforms scattered marketing efforts into a cohesive system that builds upon itself. By focusing on defining your audience, crafting compelling offers, gathering proof quickly, and scaling what works, you create a repeatable process that compounds over time.

Each cycle concludes with documented playbooks that capture winning strategies, ensuring your marketing momentum continues to build with each iteration.

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Build • Automate • Scale