

# 90-Day Action Plan for Sales & Marketing

*Goal: Generate quality inbound leads within the next quarter*

## Month 1: Foundation

Goal: Get basic marketing infrastructure in place

- ☐ Write a simple homepage headline: “We help [industry] fix inventory chaos with [Your Preferred] ERP”
- ☐ Set up Google Analytics and Google Business
- ☐ Create a basic lead form on your website
- ☐ Create a LinkedIn profile or company page
- ☐ Write one blog post or article for your website (500 words max)
- ☐ Send 1 email to past clients or partners: “We now help [industry] with [Your Preferred] ”

## Month 2: Visibility

Goal: Start building awareness and trust

- ☐ Post weekly on LinkedIn (share tips, answer common questions, repost Spire news)
- ☐ Add 20–30 people to your LinkedIn connections list
- ☐ Repurpose your blog post into a LinkedIn post or email
- ☐ Ask for 1 testimonial or referral
- ☐ Track website traffic in a simple Google Sheet
- ☐ Write a second blog or article focused on a problem your clients face

## Month 3: Lead Activity

Goal: Generate warm interest and conversations

- ☐ Create a simple lead magnet (e.g. “Top 3 Mistakes Distributors Make Before Switching ERPs”)
- ☐ Promote it on LinkedIn and via email
- ☐ Reach out to 5 past clients or industry contacts for a check-in
- ☐ Send a second email to your small list (e.g. success story, checklist, or offer a quick consult)
- ☐ Continue posting weekly on LinkedIn
- ☐ Track all inbound conversations and form fills

Keep It Simple:

Time Required: ~1–2 hours/week

Tools Needed: Google Sheet, LinkedIn, Email, Website