

Your 90-Day Marketing Reset Guide

A practical roadmap for B2B SMEs that want
focus, confidence, and measurable growth

Tight Lines



Marketing Activity Without Impact

If you're reading this, there's a good chance your business is doing some marketing, but you're not fully confident it's working.

- ❖ Lots of activity, little direction
- ❖ Campaigns running, but unclear ROI
- ❖ Agencies producing output, not outcomes
- ❖ Teams busy, but unsure what to prioritise
- ❖ Leadership unsure where to invest next

If that rings true, before scaling your marketing, you need to reset the foundations.

That's what this 90-day guide is designed to do.

- ❖ Diagnose where you are now
- ❖ Refocus on the right audience and message
- ❖ Prioritise activity that actually drives growth
- ❖ Put basic measurement and accountability in place
- ❖ A clear, practical reset



Who This Guide Is For

This guide is designed for founders and senior leaders in B2B businesses who already have marketing activity in motion, but aren't confident it's delivering what the business needs.

It's most useful if you have people, agencies, or spend in place, but lack confidence in direction, prioritisation, or return.

It's not intended for early experimentation, one-off campaign tweaks, or businesses looking for quick hacks. The aim is to give you focus, confidence, and momentum. You don't need to do everything perfectly. The goal is progress, not completeness.



How To Use This Guide

Think of this as a self-led strategic sprint.

You'll work through three phases:

- ❖ Days 1-30: Diagnose
- ❖ Days 31-60: Define
- ❖ Days 61-90: Deliver

Each phase includes:

- ❖ Key objectives
- ❖ Simple actions
- ❖ Practical questions
- ❖ Clear outputs

By Day 90, you'll have...

- ❖ A defined target audience
- ❖ A clear positioning statement
- ❖ A prioritised channel plan
- ❖ A realistic budget
- ❖ Measurable KPIs
- ❖ A roadmap your team can follow



Phase 1 - Days 1-30 - Diagnose

Objective

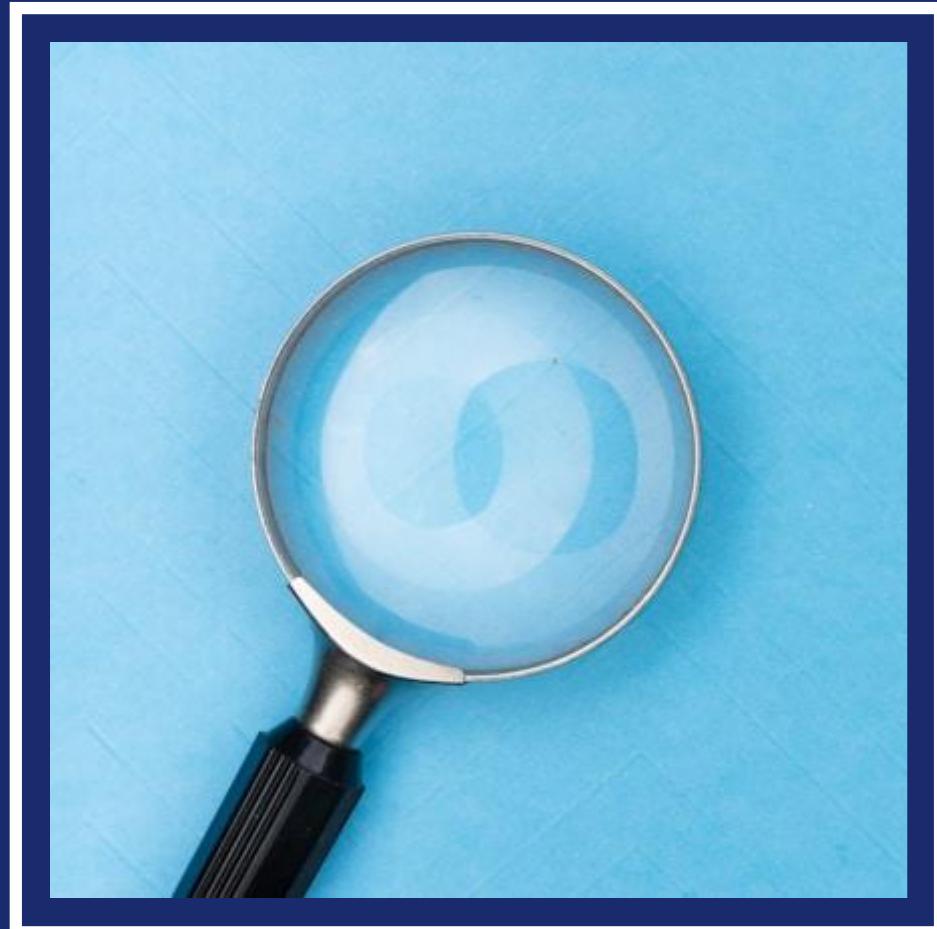
Understand what's working, what's not, and where the real opportunities lie.

Why this matters

No surgeon operates without diagnosis.

No strategy should be built on guesswork.

Most SME marketing plans skip this step.



1. Map Your Marketing Ecosystem

List the following...

- ❖ All active channels (website, LinkedIn, email, paid ads, events, etc.)
- ❖ Agencies and suppliers
- ❖ Internal team roles
- ❖ Tools and software
- ❖ Monthly spend per area

Output

A one-page marketing ecosystem map



2. Review Performance Honestly

For each channel ask...

- ❖ What is it meant to achieve?
- ❖ What evidence do we have that it works?
- ❖ What does success look like?
- ❖ Do we track it?

Output

Stop / Start /
Continue list



3. Gather Customer Insight

You don't need a big research budget...

- ❖ Interview 5-8 recent customers
- ❖ Ask why they chose you
- ❖ Ask what nearly stopped them
- ❖ Ask what problem mattered most

Output

**Simple customer
insight summary**



4. Align With Commercial Goals

Ask leadership...

What must the business achieve in the next 12 months?

- ❖ Revenue growth?
- ❖ Pipeline?
- ❖ New markets?
- ❖ Retention?

If marketing cannot be clearly linked to one or more of these outcomes, it should not be prioritised in the next 90 days.

Output

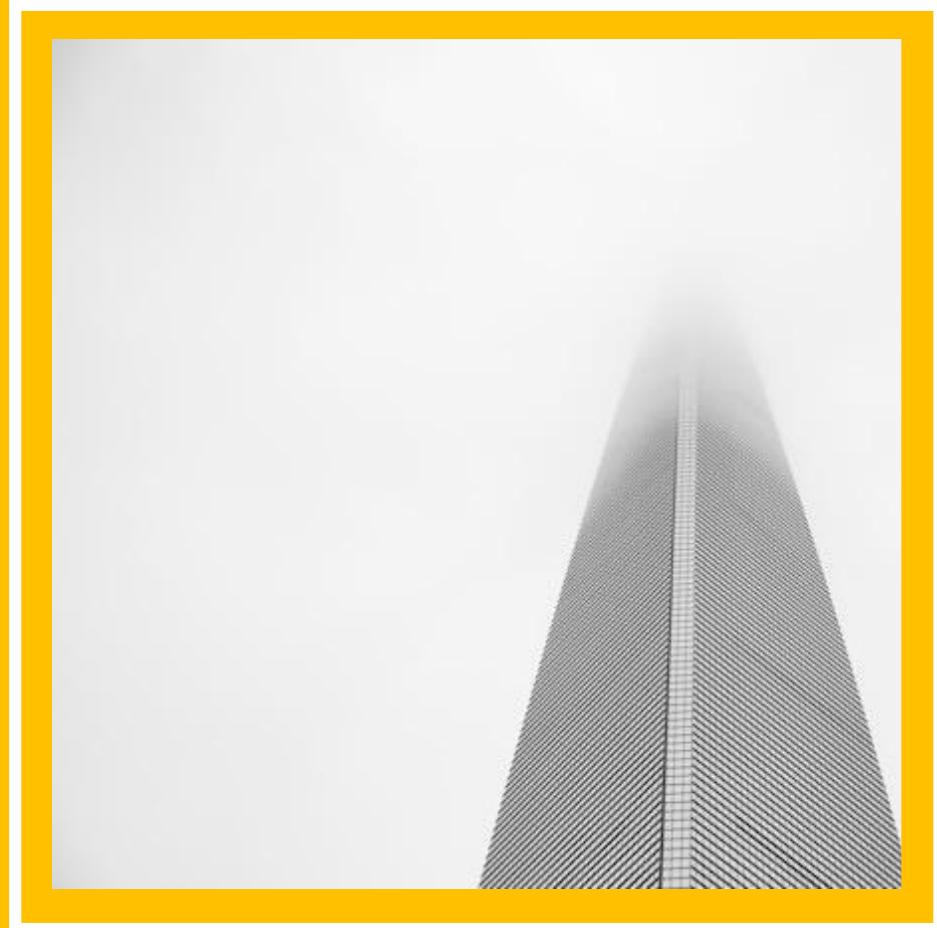
3-4 business-level marketing objectives



End of Phase 1

You now know...

- ❖ What marketing you're actually doing
- ❖ What's working vs. noise
- ❖ What customers value
- ❖ What the business needs from marketing



Phase 2 - Days 31-60 - Define

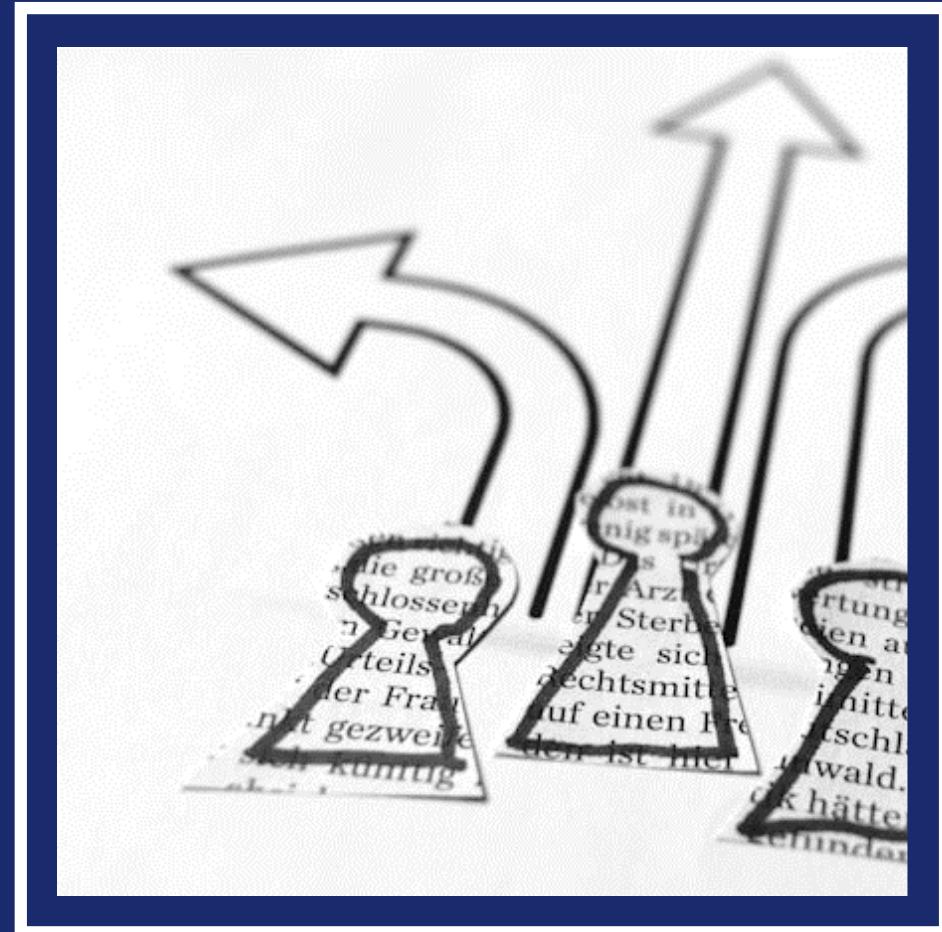
Objective

Turn insight into a clear strategy - audience, positioning, priorities.

Why this matters

Phase 2 is about removing ambiguity. It creates shared understanding around who you're for, why you matter, and what you should say, so activity that follows is aligned, consistent, and commercially grounded.

If Phase 1 surfaces confusion, Phase 2 is where you resolve it!



1. Define Your ICP

To build your ideal customer profile, document...

- ❖ Target industry
- ❖ Company size
- ❖ Geography
- ❖ Key roles
- ❖ Common challenges
- ❖ Buying triggers
- ❖ What slows decisions down, creates internal hesitation, or kills deals, even when interest is high?

Output

1-page ICP profile



2. Clarify Your Positioning

Complete this...

- ❖ We help [*target audience*]
- ❖ Who struggle with [*core problem*]
- ❖ By providing [*unique approach / solution*]
- ❖ So they achieve [*primary outcome*]

Sense check. If three people in your business would complete this differently, alignment is missing. If the statement feels vague, generic, or easily interchangeable with a competitor, it needs sharpening. Do not proceed to execution until this statement is agreed by leadership!

Output

**Draft positioning
statement**



3. Identify Your Messaging Pillars

Choose 3-4 themes that all marketing should reinforce, e.g...

- ❖ Speed & simplicity
- ❖ Commercial clarity
- ❖ Trusted leadership
- ❖ Scalable growth

Output

Top-level messaging pillars



4. Select Priority Channels

Based on where your buyers actually engage, ask...

- ❖ Where do they research?
- ❖ Who influences them?
- ❖ What content builds trust?

Output

Channel priority list
(not everything, just what matters)



5. Set Success Metrics

Tie marketing to business outcomes, e.g...

- ❖ Pipeline generated
- ❖ Conversion rates
- ❖ Cost per opportunity
- ❖ Revenue influenced

If a metric can't influence a decision, it's probably not worth tracking!

Output

Simple KPI / OKR
dashboard



End of Phase 2

You now have...

- ❖ A defined audience
- ❖ A differentiated message
- ❖ Focused channel priorities
- ❖ Measurable goals

This is your actual strategy!



Phase 3 - Days 61-90 - Deliver

Objective

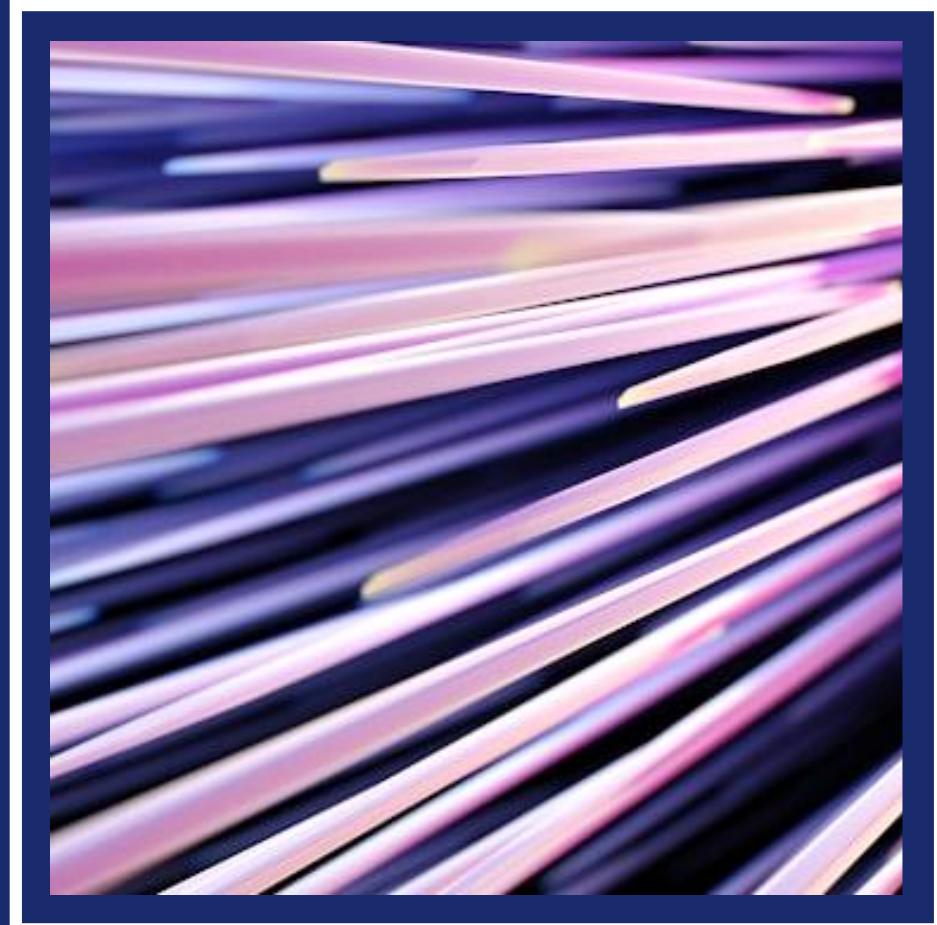
Build marketing momentum through focused execution.

Why this matters

Phase 3 isn't about doing more. It's about doing fewer things well, consistently.

This is where strategy turns into rhythm - clear priorities, visible ownership, and metrics that inform decisions rather than decorate reports.

The goal is momentum you can sustain, not a short burst of activity.



1. Build A 90-day Action Plan

Select...

- ❖ 3 priority activities
- ❖ 1 quick win
- ❖ 1 foundational improvement
- ❖ 1 growth experiment

Output

90-day marketing
roadmap



2. Align Your Team & Partners

Ensure...

- ❖ Agencies understand objectives
- ❖ Internal roles are clear
- ❖ Reporting cadence is agreed

Every priority should have one named owner. Shared ownership usually means no ownership!

Output

Ownership map



3. Review Budget Allocation

Ask...

- ❖ What's essential?
- ❖ What can be reduced?
- ❖ What can be re-invested?

Output

Budget re-allocation &
priority plan



4. Implement Reporting Rhythm

Formally set...

- ❖ Monthly performance check
- ❖ Quarterly strategy review

Output

Repeatable
governance structure



End of Phase 3

You now have...

- ❖ Focused execution
- ❖ Team alignment
- ❖ Budget control
- ❖ Performance visibility

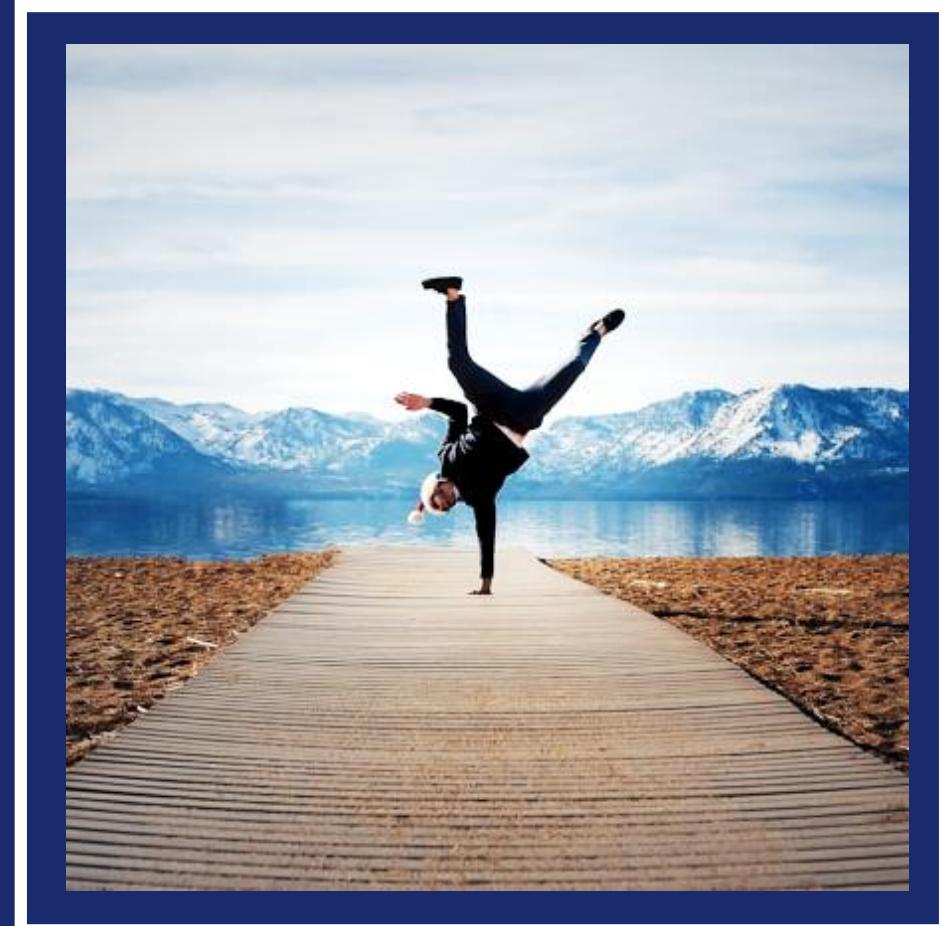


What Good Looks Like At Day 90

By the end of a reset like this, most leadership teams feel calmer.

- ❖ Less second-guessing
- ❖ Fewer reactive meetings
- ❖ More confidence in what to prioritise
- ❖ More confidence in what to ignore

Marketing feels like a system again, not a set of disconnected tasks.



Common Mistakes & Support

Common mistakes to avoid

- ❖ Jumping straight to tactics
- ❖ Letting agencies define strategy
- ❖ Measuring vanity metrics
- ❖ Trying to do everything at once
- ❖ Failing to review regularly



When to bring in support

- ❖ No senior marketing leadership
- ❖ Need independent challenge
- ❖ Need faster execution
- ❖ Need experience of similar growth stages

That's where fractional marketing leadership helps - senior direction without full-time cost.

About Tight Lines



Hi, I'm Huw Waters. I provide senior fractional marketing leadership, without the cost or commitment of a full-time hire.

With a proven record of shaping start-ups and established businesses into market-leading brands and hands-on experience building visibility and revenue, everything I offer is designed to:

- ❖ Strengthen how your business is positioned in the market.
- ❖ Create confidence in marketing decisions at leadership level.
- ❖ Improve pipeline quality, conversion, and commercial outcomes.



Need support turning this 90-day reset into action?

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