

**CMO GROW**

Fractional CMO for B2B CEOs

# The 90 Day Growth Sprint Blueprint

Diagnose. Rebuild. Prove. Hand Off.

*The four-phase framework for a working marketing sprint.*

## WHAT THIS IS

## What a 90-day sprint delivers

A 90-day growth sprint is not a marketing plan. It's a structured operating cycle with a single primary objective, four phases, a defined scoreboard, and a hard end date.

Most marketing efforts fail because they have no end date and no single objective. Campaigns run indefinitely. Priorities shift weekly. Nothing is ever finished, and nothing is ever proven. A sprint fixes that.

**1**

Objective per sprint

**4**

Phases

**90**

Days, then evaluate

### What a sprint is not

- \* A list of tactics to try
- \* A quarterly marketing budget spreadsheet
- \* A content calendar
- \* A campaign plan with no single objective tying it together

*The sprint objective is a single sentence: what has to be true at the end of 90 days for this sprint to be called a success? Everything else flows from that.*

# 01

## Phase 01: Diagnose

Weeks 1-3

## PHASE 01: DIAGNOSE

# Diagnose

*Understand the machine before you touch it.*

The Diagnose phase is the most important and most often skipped. Before any channel runs, any content is created, or any spend is authorized, the sprint leader has to understand exactly what is currently happening in the marketing function - what's working, what's not, and why.

## Audit existing channels

Review every active marketing channel for volume, conversion rate, and cost. Not to judge - to understand the baseline.

## Map the buying journey

Interview three to five current customers. Ask how they heard about the company, what made them buy, and what almost stopped them.

## ICP validation

Compare the written ICP (if it exists) against the actual closed-won customer profile. They are almost never the same.

## Competitive mapping

Review how the top three competitors position, what they say, and where they appear. Not to copy - to find the white space.

## Technology and data audit

Understand what's in the CRM, what's instrumented, and what data is available for decision-making. Surprises here are common.

*Output: The Diagnose output is a written brief: what we know, what we don't know, and what the sprint will prove.*

# 02

## Phase 02: Rebuild

Weeks 4-6

**PHASE 02: REBUILD**

# Rebuild

*Build the foundation before you add traffic.*

The Rebuild phase addresses the highest-priority gaps found in Diagnose. The word 'rebuild' is deliberate - most B2B marketing functions at this stage have structural problems that execution cannot fix. Rebuild addresses those before adding more activity on top.

**Message and positioning**

Rewrite the core message based on the ICP work. This feeds all channels: website, ads, sales deck, email.

**Website and conversion**

The website is the hub. If the message is wrong or the conversion path is broken, every channel underperforms.

**CRM and attribution**

Clean data is the foundation of good decisions. Get the basic attribution model working so you know what channels generate what.

**Channel selection**

Based on the Diagnose audit and the sprint objective, choose two or three primary channels. Turn off what isn't contributing.

**Content foundation**

Build the core content assets the sprint will use: the landing pages, the email sequences, the sales enablement materials.

*Output: The Rebuild output is a live, running sprint - channels active, tracking in place, messaging consistent.*

# 03

## Phase 03: Prove

Weeks 7-9

## PHASE 03: PROVE

# Prove

*Let the data tell you what's working.*

The Prove phase is where the sprint generates its primary evidence. Channels are running. The message is live. The question is: is it working? The Prove phase is about creating the data, not acting on it immediately - that comes in the Hand Off.

## Weekly scoreboard review

Every week, pull the same set of metrics against the sprint scorecard. Don't add new metrics mid-sprint. Consistency is the point.

## A/B testing

Run one significant test per week. Message, audience, channel, offer. Small tests with clean controls, not multivariable chaos.

## Sales alignment check

At week 8, check with sales: are the leads converting? Are the conversations better? Sales feedback is a leading indicator the data won't show.

## Pacing assessment

At week 9, assess pacing against the sprint objective. Not to panic - to prepare an honest Hand Off.

*Output: The Prove output is four weeks of clean data and a preliminary read on whether the thesis is working.*

# 04

## Phase 04: Hand Off

Weeks 10-12

## PHASE 04: HAND OFF

## Hand Off

*Document what worked. Set up the next sprint.*

The Hand Off phase closes the sprint and opens the next one. It is not a celebration or a post-mortem - it's a transition. The goal is to make the sprint's results legible to leadership and to create the input for Sprint 2 without losing the momentum of Sprint 1.

### Sprint recap

A one-page summary of what was built, what ran, and what the data showed. Not a slide deck - a decision document.

### Winner and loser analysis

Explicit call on what to keep, scale, or kill. No equivocation. The sprint has to produce clear bets.

### Sprint 2 brief

The objective for Sprint 2, drafted before Sprint 1 is over. Use the learnings while they're fresh.

### Handoff documentation

Any vendor, agency, or internal owner who needs to run a channel independently gets a written brief and a recorded walkthrough.

*Output: The Hand Off output is Sprint 2 brief + one-page Sprint 1 recap ready for the CEO.*

SCOREBOARD TEMPLATE

# Sprint Scoreboard Template

Use this scoreboard to track your 90-day sprint. Fill in the Sprint Objective before the sprint starts. Update the metrics weekly. Do not change the metrics mid-sprint - consistency is the point.

**SPRINT OBJECTIVE:** \_\_\_\_\_

Metric	Baseline	Wk 4	Wk 6	Wk 8	Wk 10	Goal
Website sessions (organic)						
Website sessions (paid)						
Leads / MQLs total						
Cost per lead (\$)						
Opportunities created						
Pipeline created (\$)						
Email open rate (%)						
Email reply / click rate (%)						
LinkedIn impressions						
LinkedIn engagement rate (%)						
Outbound replies						
Meetings booked						

*Fill in Baseline before Sprint 1 kicks off. Update Wk 4 / Wk 6 / Wk 8 / Wk 10 from your analytics source of record. Goal is what 'success' looks like at day 90.*