

# From Complexity to Clarity to Connection: 90-Day Action Plan



The Agency

Ready to implement a marketing strategy that engages technical audiences and drives results?  
Use our 90-day action plan to get started.

	<b>30 days:</b> Shift from complexity to clarity	<b>60 days:</b> Transition from clarity to connection	<b>90 days:</b> Deepen connection and convert
<b>GOALS</b>	<ul style="list-style-type: none"> <li>Reframe internal marketing strategy from reactive to outward-facing</li> <li>Establish editorial mindset and content foundation</li> <li>Align with sales and product teams on messaging</li> </ul>	<ul style="list-style-type: none"> <li>Educate technical buyers with digestible, engaging content</li> <li>Showcase expertise and innovation</li> <li>Expand visibility across platforms</li> </ul>	<ul style="list-style-type: none"> <li>Nurture leads and drive conversions</li> <li>Equip commercial team with materials and insights</li> <li>Sustain digital promotion to continue to fill marketing funnel with leads</li> </ul>
<b>CONTENT</b>	<p><b>Anchor content: Long-form digital white paper or interactive landing page</b></p> <ul style="list-style-type: none"> <li>Develop content that is high-value and gateable</li> <li>Ensure content is educational and addresses target audiences' pressing challenges</li> </ul>	<p><b>Repurpose anchor content into:</b></p> <ul style="list-style-type: none"> <li>Blog posts</li> <li>Short-form videos</li> <li>Infographics</li> <li>LinkedIn carousels</li> <li>Earned media pitches</li> <li>Messages and materials for subject-matter experts and the commercial team</li> </ul>	<p><b>Launch a nurture email campaign:</b></p> <ul style="list-style-type: none"> <li>Share fresh content, videos and graphics</li> <li>Include promotional content alongside educational content, based on individual engagement</li> </ul> <p><b>Commercial enablement kit:</b></p> <ul style="list-style-type: none"> <li>Arm commercial team with assets (e.g., one-pagers, case studies, brochures, testimonials, and more); leverage existing content and create new content, as needed</li> <li>Educate commercial team on lead flow process and handoff from marketing to sales</li> </ul>
<b>CHANNELS</b>	<p>Website (white paper/landing page, blog posts)</p> <p>LinkedIn (organic and paid posts promoting anchor content)</p>	<ul style="list-style-type: none"> <li>Website (blog posts)</li> <li>LinkedIn (subject-matter expert and commercial team posts; organic and paid posts promoting blog posts; infographics; carousels)</li> <li>YouTube (short-form video; video ads)</li> <li>Trade media (interviews and articles)</li> </ul>	<ul style="list-style-type: none"> <li>Email (lead nurture campaign)</li> <li>Email, LinkedIn and 1:1 in-person or virtual engagement (commercial outreach)</li> </ul>
<b>RESOURCES</b>	<p><b>Roles:</b></p> <ul style="list-style-type: none"> <li>Content strategist</li> <li>Web designer/developer</li> <li>Graphic designer</li> <li>Marketing operations/CRM expert</li> </ul> <p><b>Tools:</b></p> <ul style="list-style-type: none"> <li>CRM/lead capture</li> <li>Image and video software</li> </ul> <p><b>Investment:</b></p> <ul style="list-style-type: none"> <li>Paid media budget (LinkedIn ads)</li> </ul>	<p><b>Roles:</b></p> <ul style="list-style-type: none"> <li>Content strategist</li> <li>Web designer/developer</li> <li>Graphic designer</li> <li>Public relations specialist</li> <li>Video editor</li> </ul> <p><b>Tools:</b></p> <ul style="list-style-type: none"> <li>CRM/lead capture</li> <li>Image and video software</li> </ul> <p><b>Investment:</b></p> <ul style="list-style-type: none"> <li>Paid media budget (LinkedIn, YouTube ads)</li> </ul>	<p><b>Roles:</b></p> <ul style="list-style-type: none"> <li>Content strategist</li> <li>Marketing operations/CRM expert</li> <li>Graphic designer</li> <li>Sales enablement lead</li> </ul> <p><b>Tools:</b></p> <ul style="list-style-type: none"> <li>CRM/email distribution</li> <li>Image and video software</li> </ul> <p><b>Investment:</b></p> <ul style="list-style-type: none"> <li>Paid media budget (LinkedIn, YouTube ads)</li> </ul>
<b>KPIS</b>	<ul style="list-style-type: none"> <li>Content downloads</li> <li>Time on page</li> <li>LinkedIn impressions, clicks and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Content downloads</li> <li>Time on page</li> <li>LinkedIn impressions, clicks and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Email opens, clicks</li> <li>Sales-qualified leads</li> </ul>
<b>NEXT STEPS</b>	<ul style="list-style-type: none"> <li>Build out editorial calendar with short-form content and channels to promote anchor content</li> <li>Set up reporting dashboard</li> </ul>	<ul style="list-style-type: none"> <li>Monitor engagement and refine editorial calendar based on topics and channels that perform best</li> <li>Prepare materials for lead nurture</li> </ul>	<ul style="list-style-type: none"> <li>Distribute commercial enablement kit</li> <li>Sync with sales on lead handoff</li> <li>Report on campaign performance</li> <li>Explore retargeting campaign to stay in front of leads</li> </ul>

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