

3-Month Marketing Promotion Plan

A practical quarter plan for awareness, traffic, leads, and conversion

Month 1 Foundation and setup	Month 2 Traffic and visibility	Month 3 Optimization and conversion
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This plan is designed for businesses that want a structured 90-day approach to content, promotion, SEO, social media, and lead generation. It is especially useful for service businesses, agencies, consultants, digital brands, and content-driven websites.

Quarter Overview

Month	Focus	Main Actions	Primary Goal
1	Foundation and setup	Clarify messaging, improve key pages, build content structure, start publishing consistently	Create a strong base
2	Traffic and visibility	Publish more targeted content, increase social output, promote lead assets, start outreach	Drive awareness and traffic
3	Optimization and conversion	Improve calls to action, refresh top pages, publish sales-support content, review best channels	Turn traffic into leads

Month 1: Build the Foundation

Create the basic structure for stable growth, clear messaging, and consistent execution.

Weekly execution plan

Week	Focus	Main tasks
Week 1	Messaging and website review	Define target audience, refine value proposition, improve homepage, services, and contact page.
Week 2	SEO and content structure	Select target keywords, build content clusters, improve metadata, and prepare 4 blog topics.

Week 3	Social and email setup	Define content categories, improve sign-up forms, create a welcome email, and map lead flow.
Week 4	Publish and review baseline	Publish first assets, start promotion, review traffic, engagement, and lead baseline.

Suggested monthly targets

Channel / Activity	Target
Blog posts	4
Social posts	8 to 12
Emails	2 to 4
Updated core pages	3 to 5
Lead asset	1

Month 2: Increase Visibility and Traffic

Use content and promotion to reach more people and generate stronger top-of-funnel activity.

Weekly execution plan

Week	Focus	Main tasks
Week 1	Content expansion	Publish 2 strong SEO articles, refresh older pages, add FAQs, and improve internal links.
Week 2	Social growth plan	Repurpose blog content into carousels, short videos, tips, and stronger hook-based captions.
Week 3	Lead generation push	Promote a guide, checklist, quiz, or consultation offer through landing pages, content, and email.
Week 4	Promotion and partnerships	Test a small paid campaign, look for collaborations, backlinks, guest posts, and social proof.

Suggested monthly targets

Channel / Activity	Target
Blog posts	4 to 6
Social posts	12 to 16
Emails	4
Landing pages	1
Updated pages	2 to 4

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Month 3: Optimize, Convert, and Scale

Improve conversion paths and double down on the channels, content, and offers that work best.

Weekly execution plan

Week	Focus	Main tasks
Week 1	Conversion review	Improve forms, buttons, proof sections, mobile experience, and main landing page clarity.
Week 2	Content optimization	Refresh top articles, add lead capture, build one long-form authority page, and improve CTAs.
Week 3	Sales-support content	Publish objection-handling content, comparison pages, process pages, and conversion-focused FAQs.
Week 4	Performance review and next plan	Identify best channels, best topics, strongest lead sources, and build the next quarter plan.

Suggested monthly targets

Channel / Activity	Target
Blog posts	4
Social posts	12
Emails	4 to 6
Lead campaigns	1 to 2
Conversion updates	3 to 5 pages

Weekly Workflow Template

Day	Main work
Monday	Review weekly priorities, update KPI notes, and finalize the content focus for the week.
Tuesday	Write or edit blog content and improve website pages.
Wednesday	Create and schedule social media posts, short videos, or carousels.
Thursday	Work on email campaigns, lead magnets, or landing page promotion.
Friday	Review results, note wins and weak points, and

	prepare next week actions.
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Core KPIs to Track

Metric	Why it matters	Month 1	Month 2-3
Website traffic	Measures growth in visibility and content reach	Baseline	Track growth trend
Lead count	Shows if promotion turns attention into action	Baseline	Increase steadily
Social engagement	Indicates relevance and content quality	Baseline	Improve best formats
Email clicks	Shows interest in offers and content	Baseline	Optimize subject lines and CTAs
Top-performing pages	Reveals what content supports business goals	Identify early winners	Refresh and scale

Final Notes

The most effective 3-month plan is realistic, measurable, and consistent. It is better to publish and promote steadily with clear goals than to overbuild a plan that cannot be maintained. Review the data at the end of each month, keep what works, improve weak areas, and let the next month build on real performance.