

# 90-Day Marketing Plan Template

## *Full Beds Forever: Care Home Marketing Resource*

### ***Introduction***

This 90-day marketing plan template is designed to help care homes implement effective marketing strategies with limited resources.

Use this template to plan your marketing activities for the next three months, focusing on high-impact, low-cost initiatives.

### ***How to Use This Template***

1. Review all marketing strategies in the Full Beds Forever guide
2. Select 3-5 strategies that best match your care home's needs and resources
3. Break down each strategy into weekly action items
4. Assign responsibilities to team members
5. Track progress and adjust as needed

### ***Month 1: Foundation***

Week 1-2: Audit current marketing efforts and establish baseline metrics

Week 3-4: Implement quick-win digital strategies (Google Business Profile, basic social media)

### ***Month 2: Engagement***

Week 5-6: Develop community engagement initiatives

Week 7-8: Create and distribute initial content pieces

### ***Month 3: Growth***

Week 9-10: Launch referral partnerships

Week 11-12: Evaluate results and plan next quarter

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