

# Your 90-Day Engagement Blueprint Template

Window	Objective	Tasks	Lead	Status
Days 0-14	Foundations	Site induction, brand kit, content pillars, shot lists, baseline metrics	Owner	Not started
Days 15-30	Pilot content	Weekly reels, LinkedIn updates, supplier tags; test 2 hooks per pillar	Owner	Not started
Days 31-45	Iterate & expand	Refine based on retention & saves; lock edit templates; add time-lapse	Owner	Not started
Days 46-60	Double-down	Prioritise top 3 formats; capture case study assets; minor paid boost	Owner	Not started
Days 61-75	Systemise	Finalise posting cadence; reporting rhythm; repurpose for tenders	Owner	Not started
Days 76-90	Review & plan	Publish mini case study; ROI review; next-quarter content plan	Owner	Not started