

RACE Growth System 90-day planning template

Rapidly turn your digital marketing strategy into an action plan

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How to use this 90-day digital marketing plan template

Aims of this guide

This guide will teach you how to rapidly create a simple plan using the 90-day RACE Growth System. It follows a three-step process of defining your Opportunity, Strategy and Action to make smarter use of digital communications.

How to use this guide

We start by introducing the RACE Growth System. Then, for each of the three-steps, you will enter your 1. Opportunity, 2. Strategy and 3. Action, prompted by examples for a small business.

To make it as easy as possible for you to create your 90-day plan, we've made a free editable template to complement this guide. You can [access the free editable Word template](#) when signed into free membership.

Turning your plan into action with Smart Insights resources

To help you and your team learn and action the best practices to grow your business, we recommend our most popular premium templates to implement your plan.

This is a simple template to help you get started quickly. More detailed templates for annual, campaign and 90-day planning are available for premium members. Smart Insights members gain access to over 200 templates, standard operating procedures (SOPs) and companion training modules to plan, manage and optimize their marketing.

[View our planning template library](#)



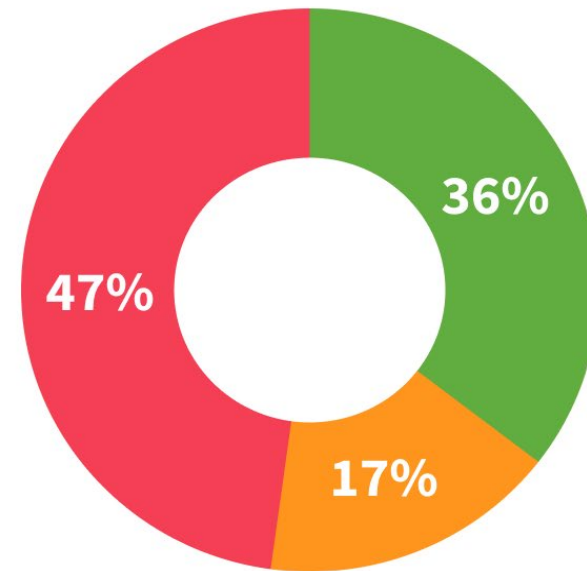
Smart Insights' RACE Growth System is designed to help businesses plan, manage and optimize their marketing communications and to help individuals and teams develop the skills needed in their current roles and for their future career.

We created RACE in 2010 to cut through the complexity of modern digital communications. Our research showed that most businesses were running digital marketing activities, but without a structured approach using a dedicated integrated communications plan.

This remains the case; our recent research shows that around half of businesses have no clear plan.

Since digital marketing is vital to the modern marketing and sales process, our focus is integrating data-driven online marketing activities aligned with marketing and business strategy.

Does your organization have a clearly-defined digital marketing strategy?



- **Yes** - it's integrated into our marketing strategy
- **Yes** - it's defined into our marketing strategy
- **No** - we are doing digital marketing, but have no defined strategy



Improve your business...

It's difficult to find the time to plan properly for marketing. It's often easier to focus on addressing the here and now rather than taking the time to pause and think forward. But running full speed from day-to-day doesn't help you really consider what's most important - which marketing activities would make the biggest difference. What would make your company really grow?

Consider the pitfalls of what you're missing if you don't have a plan addressing the opportunities of modern digital marketing:

- Your competition, effective in acquiring customers using digital marketing gain an advantage, leaving you behind
- You'll have a weak customer focus, which will make you hard to stand out to your potential customers
- Your goals will be poorly defined and targets missed
- You're likely to be tactical, and lacking a strategic approach to integrated digital communications
- You'll have poor budget and resource allocation - wasting money, time and resources

Essentially, your business isn't strategic, and isn't optimized - and your results will suffer.



... And improve yourself

It's similar from a personal improvement point of view. If you, or your team, don't have personal development goals and training related to digital communications allocated to achieve them, you will miss out since you haven't:

- Audited your skills gap - you can use our [Personalized Learning Plan](#) to identify your priority skills to improve
- Identified priorities for improving skills
- Reviewed progress in your skills development regularly

While you and your team's marketing skills are going stale, your competitors are keeping up with the latest digital trends, and - you guessed it - you and your business will end up struggling to keep up.

“But taking the time to plan, upskill myself and my team, keep up to date as well as running a business is hard!”, we hear you say.

And you're right. It is. But thanks to the Smart Insights RACE Growth System, it doesn't have to be.

The RACE Growth System works by creating an annual plan, which then is broken down into 90-day planning cycles. In each cycle, you'll identify the **OPPORTUNITIES** available- what you want to work on, your **STRATEGY** to achieve that, and finally the **ACTIONS** you're going to take to achieve them.

The RACE Growth System has two parts, and you'll use both of them to create and implement your plan.

Defining your priority marketing activities

The RACE Framework defines the essential marketing activities you need to survive and thrive in today's omnichannel marketing world.

The RACE Growth System has two parts:

1. **The RACE planning framework.** To manage the complexity of digital marketing each part of RACE is broken down into 5 activities to give 25 key processes, broken down further into *Standard Operating Procedures (SOPs)* which cover strategy and optimizing digital media.

Plan > Reach > Act > Convert > Engage

2. **The RACE OSA planning process** which defines the steps needed to define an Opportunity, Strategy and Action. You will define 9-steps in this plan.

Opportunity > Strategy > Action



The OSA Process

OSA stands for Opportunity, Strategy, Action. Let's take a simple example:

- **Opportunity:** I want to convert 10% more warm leads
- **Strategy:** I'm going to use retargeting tactics to re-engage prospects with our brand
- **Action:** I will send retargeting emails with offers to encourage click-through to site

We use the OSA process to put RACE into action. It helps you to quickly create and implement an agile plan to improve both your business and personal skills.

OSA can be used for planning all modern marketing activities:

- An overall marketing plan
- A more specific digital channel plan
- An action plan to improve results from your website or a channel like organic or paid search, social media or email marketing.
- A skills development plan

To make the growth system actionable, you will create a 90-day action plan. This will help you quickly decide what you need to prioritize to achieve your business and personal goals by using the Learning Paths, tools and templates available with Smart Insights.

Let's get started with the first part of your plan. There are three grids for each part of OSA.



What opportunities are available to grow your business using digital marketing? Identify and start to prioritize them using the first three steps.

[Download our editable Word template](#) to identify and summarize opportunities while working through this guide.

Plan section	What you need to do	Your opportunities
Step 1. Digital capabilities and performance audit <i>Summarize priorities for improvement and current results delivered by digital marketing.</i>	<p>You can complete a structured review of your activities using the visual tools on the next two pages.</p> <p>You should rate your maturity now and for where you need to be in one year.</p> <p>Then identify up to 3+ priorities to improve across RACE.</p>	
Step 2. Digital marketplace review <i>Opportunities and threats from changes in customer profiles, behaviour, competitor, and digital intermediary activity.</i>	<p>Use the TOWs matrix in the companion Word template to identify future priorities based on changes to customer behaviour, competitor digital marketing and digital intermediaries used to inform purchase.</p>	
Step 3. Set SMART objectives <i>Define time-limited, realistic objectives for each part of the customer lifecycle across RACE.</i>	<p>Create a table of objectives with at least one for each part of RACE, that are realistic and time limited. For each row, summarize what these are based on, digital strategies to achieve them and KPIs to assess success.</p>	

To find out more about how to identify who your quality customers are, our [persona guide and template](#) is a great place to start.

Benchmark your digital maturity and capabilities using RACE

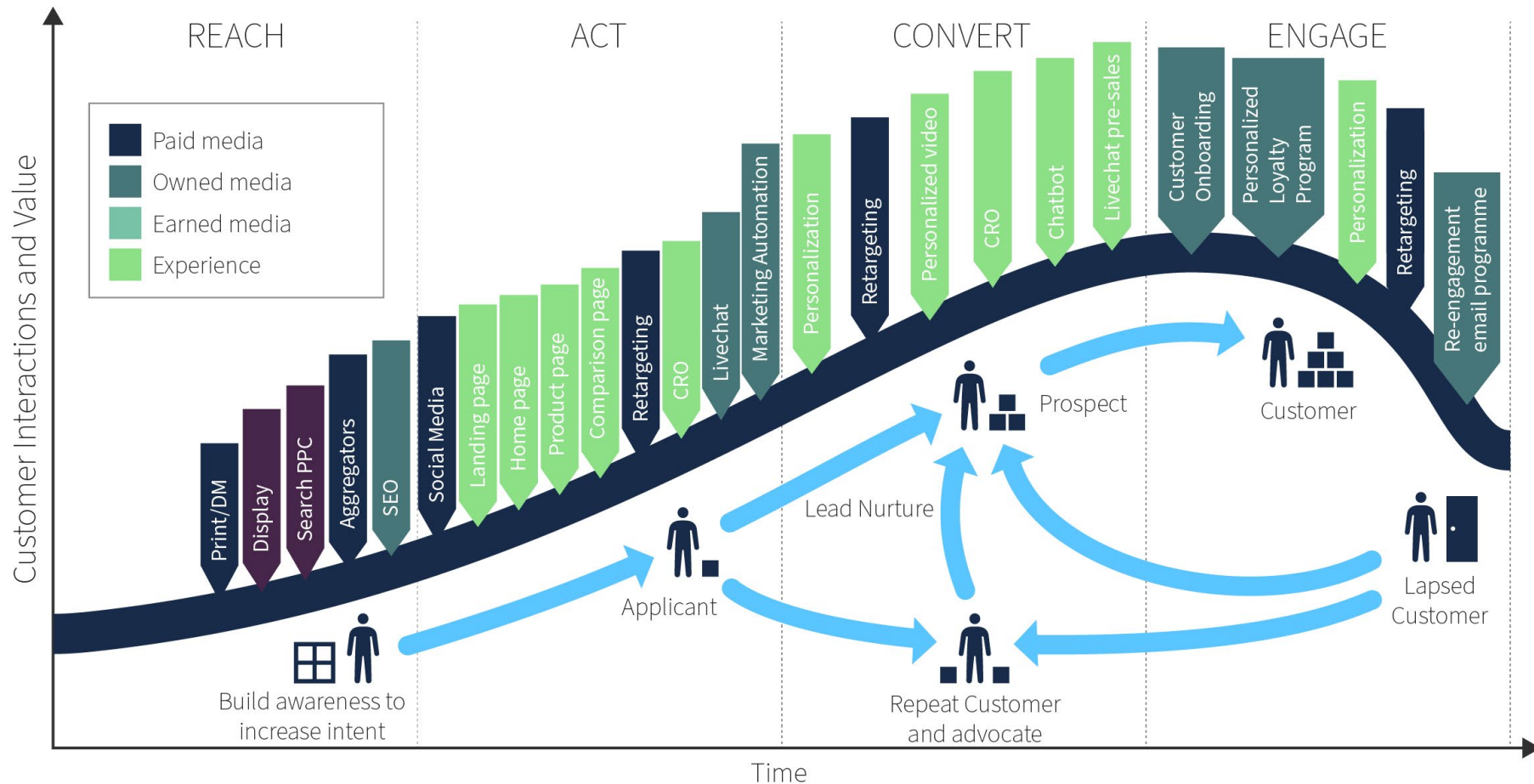
You can use the 5X5 top-level RACE activities to rate your current digital marketing and identify opportunities and priorities.

Add the priorities from this grid into your [editable 90-day Word document](#).

Plan Strategy and planning	Reach Cust awareness	Act Cust research	Convert Cust purchase	Engage Cust service	Key
DM effectiveness Digital SWOT KPIs: Market share	Media review VQVC MoM/Y analysis KPIs: Share, CPA	Customer journey VQVC analysis KPIs: Lead conversion	Lead nurture Contact strategy KPIs: MQL conversion	Customer onboarding Email and web messaging	Above average capabilities
Vision and objectives Digital vision Actionable dashboard	Search marketing Gap analysis Search strategy	Audience profiling Lead analysis Profiling strategy	Buyer-support Customer self-service applications	Customer experience Loyalty strategy KPIs: Digital NPS	Medium capabilities
DM strategy AOP integration 90-day planning	Owned media Digital PR Social media	Content marketing: Content audit Content strategy	Personalization Digital vision Actionable dashboard	Customer service Web self-serve Chatbots	Below average Capabilities - priority
DM target marketing Persona mapping Digital proposition	Paid media Brand / Demand Paid social	Landing pages Engagement analysis Optimization plan	CRO CRO plan 90-day optimization	Email marketing Contact strategy Newsletter/Solus	
Governance Process support SLAs and NPS	Acquisition plan Always-on plan 90-day optimization	Campaign planning Campaign process 90-day optimization	Multichannel selling Assisted selling Chatbot support	Social media Contact strategy Newsletter/Solus	

Assess gaps in your customer lifecycle touchpoints

As you think about your opportunities to improve, we also recommend a customer-centred review which covers all the potential touchpoints with your audience. We call these always-on, since these touchpoints should happen every day so it's worth optimizing them. Many don't put enough time into improving these since they don't ring-fence time for them in a 90-day plan. An editable version of this visual is available to Pro members.



Your strategy is your plan of action to achieve your objectives.

For each of the opportunities you’ve just identified, add in the strategy you’re going to use. The RACE customer lifecycle activities graphic can help you identify strategies for each area.

Plan section	What you need to do	Your opportunities
Step 4. Our digital brand – refining STP: Segmentation, Targeting and Positioning <i>Priority improvements to refine your brand and targeting for more effective digital communications.</i>	Specify priorities to more clearly define your target audience (e.g. through updated personas, media targeting priorities) and positioning including your digital value proposition.	
Step 5. How we manage digital marketing <i>Changes we need to make to how we manage marketing to make better use of digital marketing?</i>	Specify priorities for improving your process for 90-day planning, specific media channels and marketing technology.	
Step 6. How we improve our always-on and campaign digital communications <i>Our priorities for improving inbound, always-on and campaign communications,</i>	Specify priorities for improving processes for briefing and executing campaigns and always-on activities such as email, search, website and social media marketing.	

The final section of OSA is Action - these are the tactics you’re going to use to achieve your objectives - the “how”. What tools are you going to use, how, when and where? Here we break this down into two areas - 90 day ‘can do’ actions are those that you have the skills and knowledge to complete within this 90 day cycle. Longer term ‘learning’ actions are areas you need to research before you can use them to create more advanced ‘can do’ actions in a later 90 day planning cycle.

Plan section	What you need to do	Your opportunities
Step 7. Marketing budget and resource plan <i>A monthly forecast of media, agency, MarTech and staff spending</i>	Complete the budget for CapEx and Opex for the six pillars of digital marketing.	
Step 8. Campaign plan process <i>A standard, repeatable process for each campaign will improve efficiency results.</i>	Define improvements to your campaign process.	
Step 9. 90-day action plan summary <i>Select the priority activities for next and following quarters for campaigns, media, content, and website.</i>	Define the priority activities for each part of RACE.	

Implement your RACE Growth System 90-day marketing plan



Now you have your 90-day plan, it's time to develop your skills and put it into action to start to grow your marketing success. That's where we come in. Smart Insights offers an extensive range of guides, templates, and e-learning modules across all channels of digital marketing.

So, whether you need to generate more leads, improve your conversion to sale or engage and retain your customers, we've got you covered. We offer in-depth actionable advice within our memberships to help you implement your plan and out-perform your competition.

Ready to take your marketing to the next level?

Develop your marketing skills, up-skill your team and grow your business by learning and applying the latest best practice marketing techniques. Our Standard Operating Procedures, downloadable templates and online learning guidance will help you take your marketing to the next level by improving your processes and creativity.