

90-Day Brand Marketing Consistency Planner

Turn a broad commitment to consistency into a repeatable quarterly operating system for campaigns, content, distribution and measurement.

THE OUTCOME	THE RULE
One recognizable message, a usable asset supply and a cadence your team can sustain.	Keep the strategic core stable. Vary the executions. Review the evidence every four weeks.

How to use this planner

Complete pages 2 and 3 before producing the quarter's core assets. Use page 4 during the weekly marketing meeting. At the end of weeks 4, 8 and 12, review the leading and lagging indicators before changing the strategy.

Critical distinction: consistency is not sameness. The promise, audience, positioning and visual codes should remain recognizable; formats, hooks, crops and creative executions should evolve.

Define what must remain consistent

Primary business objective for the next 90 days

Priority audience and buying situation

One message customers should remember

KEEP STABLE	ALLOW TO VARY
Brand promise Audience Positioning Visual codes Voice and proof	Hooks Formats Crops Talent and locations Channel-specific execution

Core proof: product benefit, customer result or reason to believe

Build the quarterly asset system

CHANNEL	ROLE	FORMATS / RATIOS	CADENCE	OWNER
Website / PDP				
Paid social				
Organic social				
Email				
PR / retail				
Other				

Asset coverage check

☐ Hero / campaign key visual	☐ Product and detail proof
☐ Lifestyle context	☐ Vertical 9:16
☐ Square 1:1	☐ Landscape 16:9
☐ Paid-ad variations	☐ Evergreen content
☐ PR / press options	☐ Usage rights confirmed

Plan, publish, learn, repeat

WEEK	CAMPAIGN / MESSAGE	CORE ASSETS	DISTRIBUTION	RESULT / LEARNING
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Measure the system, not isolated posts

LEADING INDICATORS	LAGGING INDICATORS
Planned assets delivered Channel coverage Publishing adherence Asset reuse rate Approval turnaround Creative tests launched	Branded search Direct traffic Returning visitors Qualified leads Conversion rate Customer acquisition efficiency

REVIEW	KEEP	CHANGE	EVIDENCE
Week 4			
Week 8			
Week 12			

Quarter-end decision: what will we repeat, stop and scale?

Need an outside view? Book a Visual Audit at philhalfmann.com/appointment/