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90-Day Marketing System Worksheet

By Digital Content Solutions | Christina Mobley
“Don’t stop at the funnel. Build the flow.”

STEP 1: Map Your Buyer’s Journey

Before creating content, identify what your audience needs at each stage.

Funnel Stage	Audience Mindset	Goal	Ideal Content Types	Notes / Ideas
Awareness	“I’m exploring...”	Educate & attract new audiences	YouTube, blog posts, social media, podcasts	
Consideration	“I’m interested...”	Build trust & show proof	Free downloads, tutorials, webinars, nurture emails	
Decision	“I’m ready to act.”	Guide & convert	Discovery calls, workshops, offers, testimonials	

STEP 2: Match Content to Your Business Model

A **content flow** is how your audience moves from one piece of content to the next.

Each business type will have a slightly different flow.

Service-Based Business:

Usually leads people from education → connection → consultation.
(Example: *social post → free resource → discovery call*)

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Product-Based Business:

Often focuses on exposure → proof → purchase.

(Example: video review → blog → product link or offer)

Use the space below to map out **your own version**. What steps do you want your audience to take as they move through your marketing system?

Sketch Your Flow Below:

How do people find you?

Where do they go next?

What's the action you want them to take?

[_____] → [_____] → [_____] →

[_____] → [_____] → [_____]

STEP 3: Design Your 90-Day Framework

Now that you've mapped your flow, it's time to turn it into a **repeatable weekly system** you can follow for 90 days.

Use the boxes below to organize each day by **Focus**, **Platform**, and **Content Idea / Theme**.

Weekly Content Planner (Monday – Sunday)

Monday

Focus	Platform	Content Idea / Theme

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Tuesday

Focus	Platform	Content Idea / Theme

Wednesday

Focus	Platform	Content Idea / Theme

Thursday

Focus	Platform	Content Idea / Theme

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Friday

Focus	Platform	Content Idea / Theme

Saturday

Focus	Platform	Content Idea / Theme

Sunday

Focus	Platform	Content Idea / Theme

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STEP 4: Test, Learn, and Refine

Test With Intention:

- Set clear goals for the next 90 days.
- Track the actions that matter most, engagement, clicks, or conversions.
- Test a few variables at a time (topic, format, or CTA).

Learn From the Patterns:

-  What gets saved, shared, or clicked?
-  What content creates conversations?
-  What feels easiest for you to make?

Optimize:

-  Repurpose and double down on your top-performing content.
-  Change what's not aligned.
-  Build your next 90 days around what works.

STEP 5: Integrate AI Tools to Stay Consistent

ChatGPT - Generate content calendars, captions, and ideas by funnel stage.

OpusClip - Turn long-form videos into short, viral clips.

Castmagic - Turn your podcast or video transcripts into blogs, captions, and emails.

STEP 6: 90-Day Reflection

After 90 days, answer these questions:

1. Which content themes performed best?
2. What type of content was easiest for you to create?
3. Which stage of your funnel felt the weakest and how can you strengthen it next cycle?
4. What do you want to double down on for the next 90 days?

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