30/60/90 Plan
John Sarkis

First 90 Days Overall Objective;

Understand Usage.ai products and objectives to align myself with them. Learn as much as possible by meeting with stakeholders, product teams, and users to begin making an impact with short-term deliverables.

Days 01-30

Goal: Establish credibility and define goals and priorities

Key Tasks

Learn as much as possible about Usage.ai product, company goals, and meeting stakeholders and product teams.

Get introduced to key projects being worked on and new product offerings.

Deliverables

- SWOT Analysis to understand product positioning
- Meet with Sales teams and sit in on user meetings
- Audit Hubspot, Adwords, Social Media, and other digital marketing avenues to understand current strategies and materials

Days 30-60

Goal: Start executing and adjust goals and priorities

Key Tasks

Work with manager to identify your key deliverables for the next 60 days and a prioritization framework.

Meet with sales reps and users to identify user needs, any gaps, and key items to exploit for new growth strategies.

Identify short-term deliverables to execute.

Deliverables

- Draft PMM growth strategy, begin executing short term goals
- Fill any urgent sales content gaps/needs
- Put tracking mechanisms in place
- Fill in product marketing team gaps by helping with short-term deliverables

Days 60-90

Goal: Validate PMM Strategy and start delivering results

Key Tasks

Gain a better understanding of the business landscape, extract insights from customer interactions, revise market analysis, curate compelling sales content, and proactively propel sales efforts.

Deliverables

- Improve one item related to the website (SEO, content, usability)
- Deliver content, contribute an article for publication
- Revise and finalize PMM Strategy with OKRs
- Attend an AWS Workshop

High Level Overview

30 Days

- Get to know stakeholders, product teams
- Understand current product, marketing, sales strategy
- Understand Stakeholder goals
- Study competitors (Cloudwatch, Dynatrace, Antimetal, etc.)
- Meet with users
- Complete a content audit to understand current material, what's needed

60 Days

- Continue to learn about the product teams and stakeholders
- Continue meeting users to understand personas
- Develop a Gap Analysis for Usage.ai
- Draft PMM strategy, begin executing short term goals
- Assist with short term deliverables
- Put tracking mechanisms in place

90 Days

- Continue meeting users to understand personas
- Improve one item related to the website (SEO, content, usability)
- Deliver content, contribute an article for publication
- Complete lead generation strategy & execute
- Attend an AWS Workshop
- Finalize PMM Strategy with OKRs

Thank You

John Sarkis

John has experience working as a Product Manager at a startup sized technology company where he manages product and marketing strategy.

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