90-Day Marketing Plan

A compliance-first, commission-only creator launch for a three-SKU wellness brand — with a week-by-week timetable, hard gates and phase milestones.

Prepared by Chicle · For: The Pink Fix · United States
Platform: Shopify · November 2026

THE PLAN AT A GLANCE

Three pillars, one 90-day bet.

The Pink Fix is a brand-new Shopify supplement brand with three SKUs, no linked social accounts and visible template errors. The plan fixes claims and the storefront first, ships physical samples to creators, then proves repeat purchase before any paid scale.

2.1 ORGANIC

TikTok / Reels UGC engine + review flywheel + email / SMS lifecycle + SEO basics

2.2 PAID

Gated: whitelisted creator ads / Meta retargeting only after claim review

2.3 AFFILIATE & CREATOR

Commission-only micro-creator pilot — the Influencer Platform is a STRONG fit

$40.25	$70	1,714	3
BREAKEVEN CAC / ORDER	EST. AOV	BREAKEVEN ORDERS / MO	GATED PHASES

Figures marked "est." or "breakeven" are modelling assumptions from the Viability & Growth Audit; replace them with client invoices before contracting.

90-DAY TIMETABLE

When & what — by workstream.

WORKSTREAM	WEEKS 1–4	WEEKS 5–8	WEEKS 9–13
Compliance + site	Legal / label review; fix Liquid error + NaN; real reviews; collections	Approve claim-safe creative templates; FTC disclosure kit	Ongoing substantiation + ad-policy monitoring
Creator / affiliate	Ship physical samples (critical path); recruit 15–25 micro-creators	Commission-only UGC live; dual link + code tracking; leaderboard	Scale winning creators; add tiers; first whitelisted Meta tests
Retention / CRM	Build welcome + 30 / 60-day replenishment flows	Launch subscription / refill + trio bundle	Measure repeat rate; tune to >= 3 orders/buyer
Paid (gated)	No spend	Small whitelisted creator-ad tests after claim review	Scale only ad sets clearing <= $35 CAC

Gate (day 90): prove a repeat rate >= 3 orders/buyer and a <= $35 blended CAC before committing scaled spend. Kill rule: never buy orders whose net contribution is negative.

90-DAY PLAN · STEP BY STEP

PHASE 1 · WEEKS 1–4 — COMPLIANCE, SITE & SAMPLES (NO ADS)

Nothing films and nothing spends until the claims and the storefront are clean.

1. **Week 1 — Claim & label review** — Legal review of every structure/function claim; strip weight-loss / disease language; exclude the fat-burn SKU from creator content, paid and press. Creator videos are advertising under FTC rules even after label sign-off.
2. **Week 1 — Fix the storefront** — Resolve the 'Liquid error (sections/faqq line 78)' and the 'NaN / of-Infinity' render; rebuild collections beyond the single 'Home page'; add real policies. No traffic to a broken page.
3. **Week 2 — Verified social proof** — Replace the 5 placeholder testimonials with a review app and verified-buyer reviews; stand up IG + TikTok brand accounts on one handle. Output: an owned surface that actually exists.
4. **Weeks 2–3 — Recruit creators** — Shortlist 15–25 micro-creators (5k–50k) in the glow-up / wellness niche; agree commission-only terms with dual link + code tracking. Recruitment is NOT the critical path.
5. **Weeks 3–4 — SHIP SAMPLES (critical path)** — Authorise and ship physical bottles to every signed creator (3–7 days). Under dropship, creators cannot film before product is in hand. Build the FTC disclosure kit and claim-safe brief in parallel.

GATE Day 30: claim review signed off, theme errors gone, brand accounts live, samples delivered, disclosure kit issued. Still ZERO ad spend.

90-DAY PLAN · STEP BY STEP

PHASE 2 · WEEKS 5–8 — PROVE CREATORS + REPEAT

Commission-only UGC first. Prove the habit, not the reach.

1. **Week 5 — UGC goes live** — First approved creator videos publish with #ad disclosure; repost to brand accounts 5–7x/week. Track attributed orders per creator via link + code; publish a leaderboard.
2. **Week 5 — Retention flows** — Launch welcome + 30/60-day replenishment email/SMS flows from the existing newsletter pop-up. Repeat purchase is the make-or-break variable — this is where it is won.
3. **Week 6 — Subscription & trio** — Enable a subscribe/refill offer and push the $144.97 'glow-up trio' on product and cart pages. Goal: attach >= 25% and lift AOV above $70 without paid spend.
4. **Weeks 6–7 — First whitelisted tests** — After claim review, run small whitelisted creator ads on Meta + retargeting to site visitors only. No cold prospecting. Cap CAC at $35; kill anything above $40.25.
5. **Week 8 — Read cohort data** — Measure repeat orders/buyer, subscription attach, CAC by creator and net contribution per attributed order. Keep only creators whose orders are net-positive.

GATE Day 60: repeat trending to >= 3 orders/buyer, blended CAC <= $35, every scaled creator net-positive. If repeat < 2, fix the ritual first — do NOT scale. Kill rule: never buy an order with negative net contribution.

90-DAY PLAN · STEP BY STEP

PHASE 3 · WEEKS 9–13 — SCALE THE WINNERS

Compound creator + retention; paid stays gated behind the repeat proof.

1. **Week 9 — Scale creators, not impressions** — Grow the roster from the top-quartile performers; add tiered commissions and a second sample round. Add budget only to creator/ad pairs clearing $35 CAC.
2. **Weeks 9–10 — Substantiate & expand** — Add 2–3 reviewed, substantiated claims and ingredient/routine guides under /blogs/ for organic search; keep every creator CTA pointing at the Shopify storefront.
3. **Weeks 10–11 — Optimise the loop** — Tune 30/60-day replenishment by SKU, add win-back and referral flows, turn verified reviews into a UGC flywheel. Target 900–1,400 orders/mo.
4. **Weeks 11–12 — Re-check ad policy** — Re-check Meta / TikTok supplement ad policy and creator disclosures; document substantiation for every paid claim. Compliance is continuous, not a Week-1 checkbox.
5. **Week 13 — Decide the scale gate** — Review repeat rate, CAC, subscription attach and net/order. Only with repeat >= 3 orders/buyer and CAC <= $35 do we discuss scaled spend, new drops or retail.

GATE Day 90: repeat >= 3 orders/buyer, blended CAC <= $35, attach >= 25%, path to 1,714 orders/mo. Fail = stay in Phase 2. Kill rule: never buy unprofitable orders.

NEXT STEPS

What we need to start.

- **Approve:** a 90-day, commission-only creator pilot + a compliance / site fix sprint — gated, not a broad media buy.
- **Own:** compliance and the sample pipeline as the critical path; creator content cannot film before bottles are authorised and shipped.
- **Fix first:** Liquid / NaN template errors, real verified reviews, claim-safe copy, and an FTC disclosure kit.
- **Defer:** cold paid prospecting, new 'drops', and retail until repeat-purchase proof.
- **Decision needed:** green-light the sprint, share the real per-unit invoice + label / COA, and confirm who owns claim review.

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