

90 Days To A Full-on Customer Evidence Program



If your customer evidence efforts feel reactive—or totally ad hoc—you're not alone. This weekly checklist lays out a simple path forward: what to focus on, what to create, and how to make proof points easy for GTM teams to find and use. No more chasing down “one-off” case studies. You'll build a steady stream of proof that scales.

Need to dive deeper into any of these checklist items? Click on the section header to jump directly to an in-depth blog post that gives you step-by-step guidance.

Note: If you're using UserEvidence to build your customer evidence library, many of these steps are done for you in-platform. The steps already built within the UserEvidence platform will be noted with a *

Weeks 1–2: Laying the Foundation

Week 1: Define Your North Star & Identify the Evidence Gap

- Align with company priorities (OKRs, strategic initiatives, key launches).
- Interview stakeholders in sales, marketing, and CS using this [“Finding Your Evidence Gap” worksheet](#).
- Identify where buyer needs ≠ current customer evidence.

Week 2: Audit What You've Got

- Catalog existing evidence: type, industry, persona, use case, date, strength.
- Identify coverage gaps and opportunities.
- Identify where your evidence library will live (Google Sheet, Notion, UserEvidence)

Output: [Completed Finding Your Evidence Gap worksheets](#)

Weeks 3–4: Planning & Quick Wins

Week 3: Choose Your Starting Path (Census or Focused Project)

- Select a quick-win initiative (e.g., competitive battlecard, new feature launch, census survey).
- Design your first survey (census or targeted).*

Resources: [7 survey templates ready for you to use](#)

Week 4: Launch Survey + Build Strike Team

- Distribute the survey via CS, marketing email, or in-app prompts.
- Recruit 2–3 internal champions for feedback and momentum.
- Create training materials (guides, videos, examples) that will help enable your team on how to use the new evidence you're sourcing.

Output: Survey in market, internal advocate "strike team" briefed, training materials prepped

Weeks 5–6: Early Collection & System Setup

Week 5: Analyze Survey Results

- Start reviewing early responses.*
- Identify high-potential quotes, ROI stats, and advocates.*

Output: Top survey insights + curated shortlist of strong evidence.*

Week 6: Organize Evidence + Start Creating Assets

- Build your customer evidence library in the previously-identified platform of choice (Google Sheet, Notion, UserEvidence)*
- Set up tagging system by industry, persona, feature, etc.*
- Begin turning raw responses into usable stat cards, testimonials, etc.*

Output: 3–5 branded, high-impact assets created.*

Weeks 7–8: Expand, Curate, and Systematize

Week 7: Build Your Evidence Library

- Begin inputting new evidence into your already-built library.*
- Create collections (by use case, persona, competitor, industry).*
- Start identifying customer advocates from prior responses.*

Output: MVP customer evidence library ready to share internally.*

Week 8: Begin Soft Rollout to Sales & Marketing

- Introduce library to your strike team and other key stakeholders.
- Provide training and 1-pagers with usage examples.

Output: Sales enablement materials + initial feedback from users.

Weeks 9–10: Operationalize & Measure

Week 9: Expand Evidence Types & Surveys

- Launch second survey (e.g., win/loss, competitive, onboarding).*

Output: 7 survey templates ready for you to use

Week 10: Track Early Impact

- Begin monitoring usage (how and where assets are used).
- Report on early wins (e.g., AE who closed deal using ROI proof).

Output: Metrics dashboard or report draft showing early success.

Weeks 11–12: Institutionalize & Optimize

Week 11: Full Rollout & Team Training

- Hold team-wide training and Q&A.
- Launch “Evidence of the Week” spotlight via Slack or email.

Output: Full org awareness + rollout guide shared internally.

Week 12: Feedback Loop + Long-Term Planning

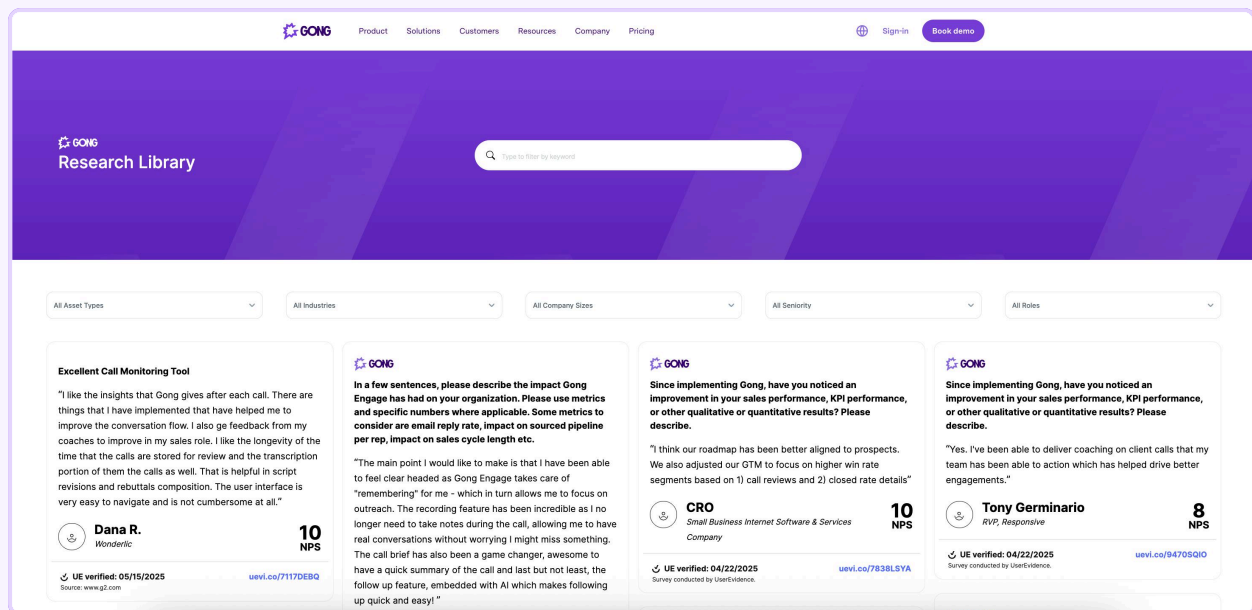
- Collect internal feedback from Sales, CS, and Marketing.
- Document learnings, future gaps, and long-term roadmap.

Output: 6-month roadmap + retrospective summary.

Bonus: Ongoing Maintenance (Post-Week 12)

- Quarterly audits to refresh outdated assets.
- Monthly “voice of customer” briefs from recent survey data.
- Always-on surveys triggered by lifecycle events (e.g., post-onboarding, post-renewal).*

Want to see why teams at Gong, Splunk, Grammarly and more choose UserEvidence to build and scale their customer evidence programs?



[Take the platform for a ride at our Demo Ranch](#)