CoSchedule

# Create & Publish Social Campaigns For All Of Your Clients



# In This Lesson

Create & Publish Social Campaigns

Share Social Campaigns With Clients For Final Review



# Create Customized Social Campaigns

Do you create & publish social campaigns for clients? Do you promote your own agency on social media?

You can create, schedule, & publish social campaigns in Marketing Calendar to save you time & effort on social strategy for your own company or clients.

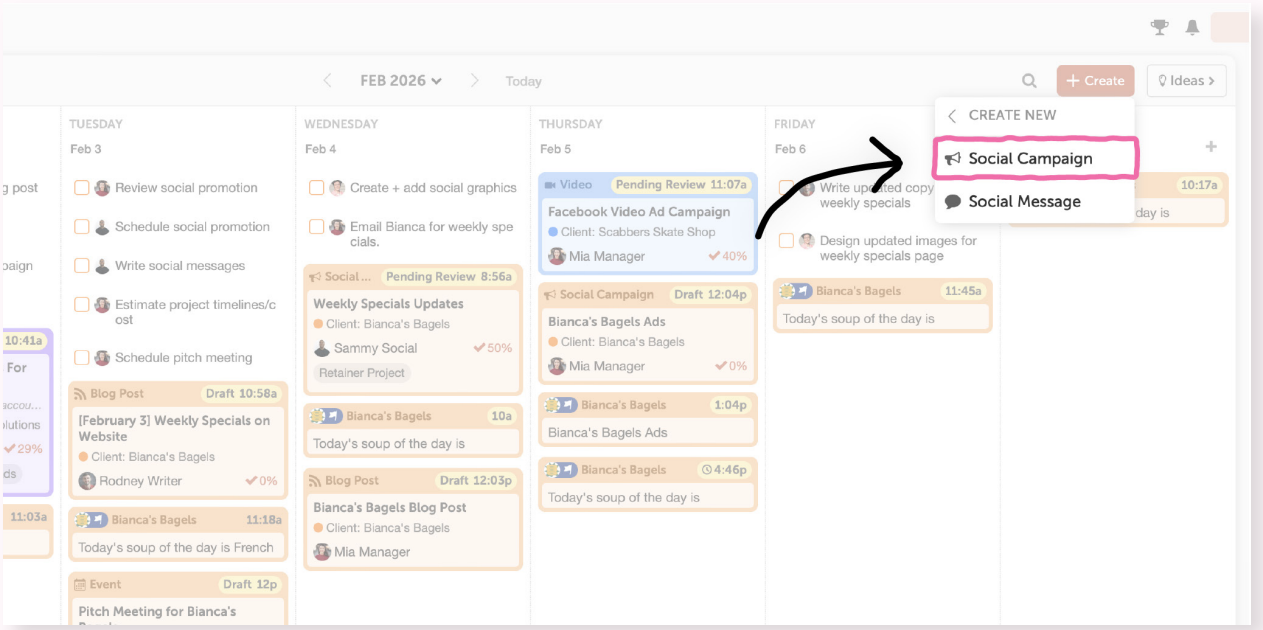
**What is this guide?** This guide teaches you how to use Social Campaigns in Marketing Calendar to create, organize, and schedule messages to your social media accounts.

**Who is this guide for?** Marketing Agencies & Freelancers who want to manage their social campaigns in Marketing Calendar.

## Create A Social Campaign

You can schedule social media campaigns for all of your clients using CoSchedule Marketing Calendar. This is a must-try feature if social media management is included in your lineup of services.

In Marketing Calendar, Social Campaigns include a series of social messages that are published to your social channels over an extended period of time.



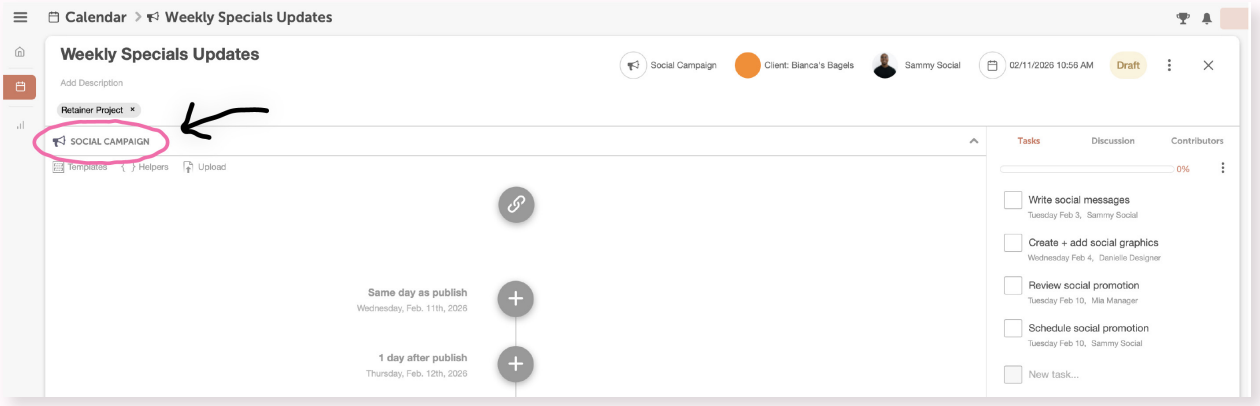
Use Social Campaigns to promote specific content or initiatives, like:

- Videos
- Events
- Blog posts
- Webpages
- Product Launches
- Company Announcements
- Promotions
- And more!

## There are two ways you can schedule a social media campaign:

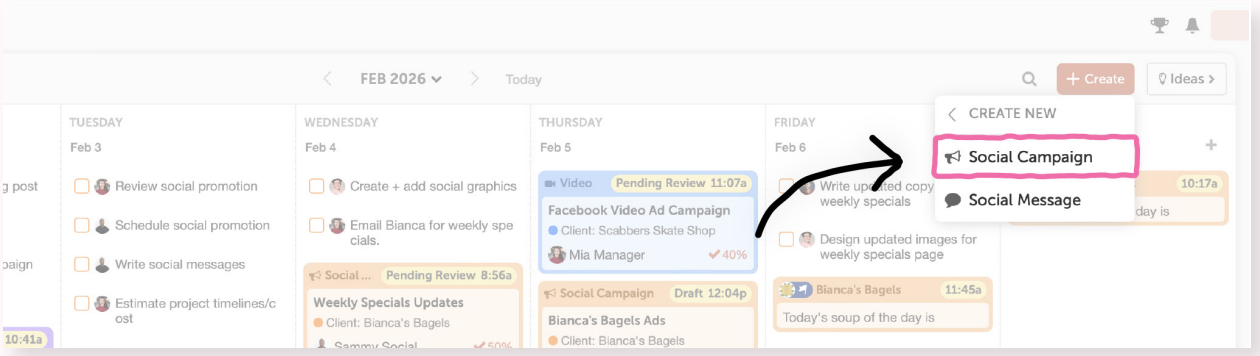
### 1. Attach a Social Campaign

- Open the project on your calendar.
- Add a “Social Campaign” attachment.
- Click the plus sign to add a social message on a specific day.
- Add the link to your blog post by clicking the link button on the top.



## 2. Schedule a Stand-alone Social Campaign

- Click to add a new project to your calendar.
- Choose "Social", then "Social Campaign."
- Name your social campaign and apply any details - such as Color Labels.
- Click the plus signs to add messages just like you did in the previous section.



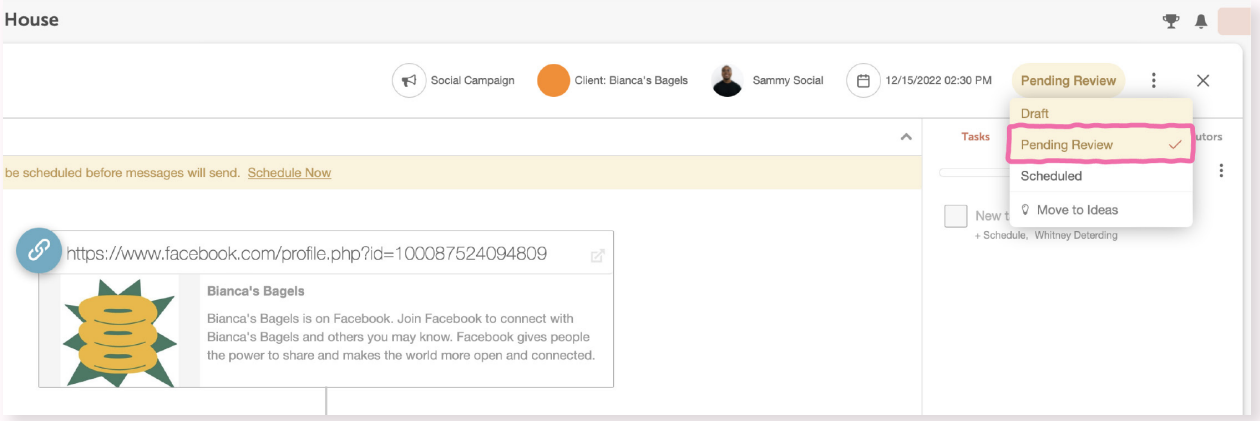

*You can also apply Color Labels to the Social Campaigns as another way to keep things nice and organized. This also comes in handy when creating Social Media Reports.*

## Share Social Campaigns With Clients For Final Review

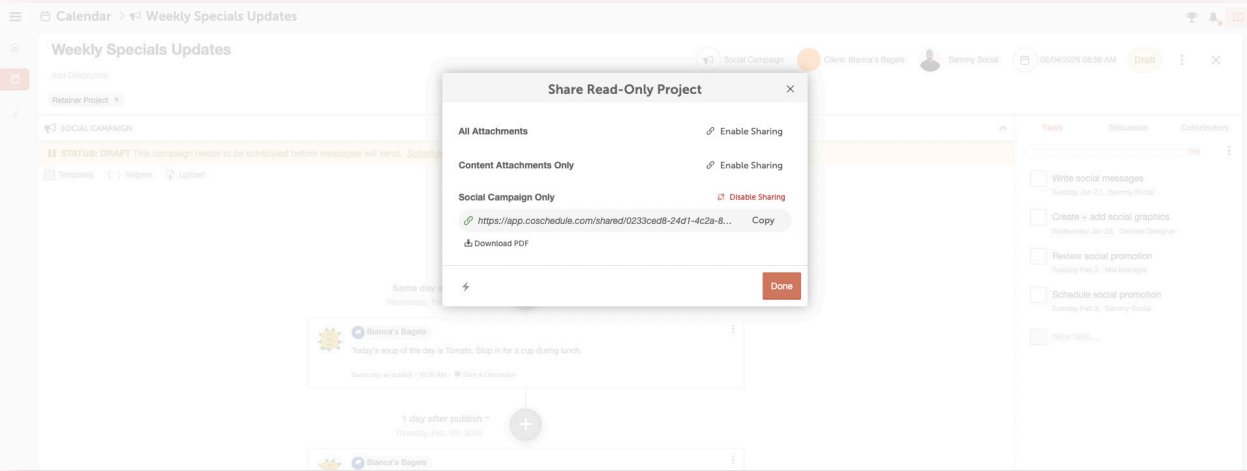
If your clients review social messages before they publish, you can send them a Read-Only link to see your drafted Social Campaigns.

Here's how::

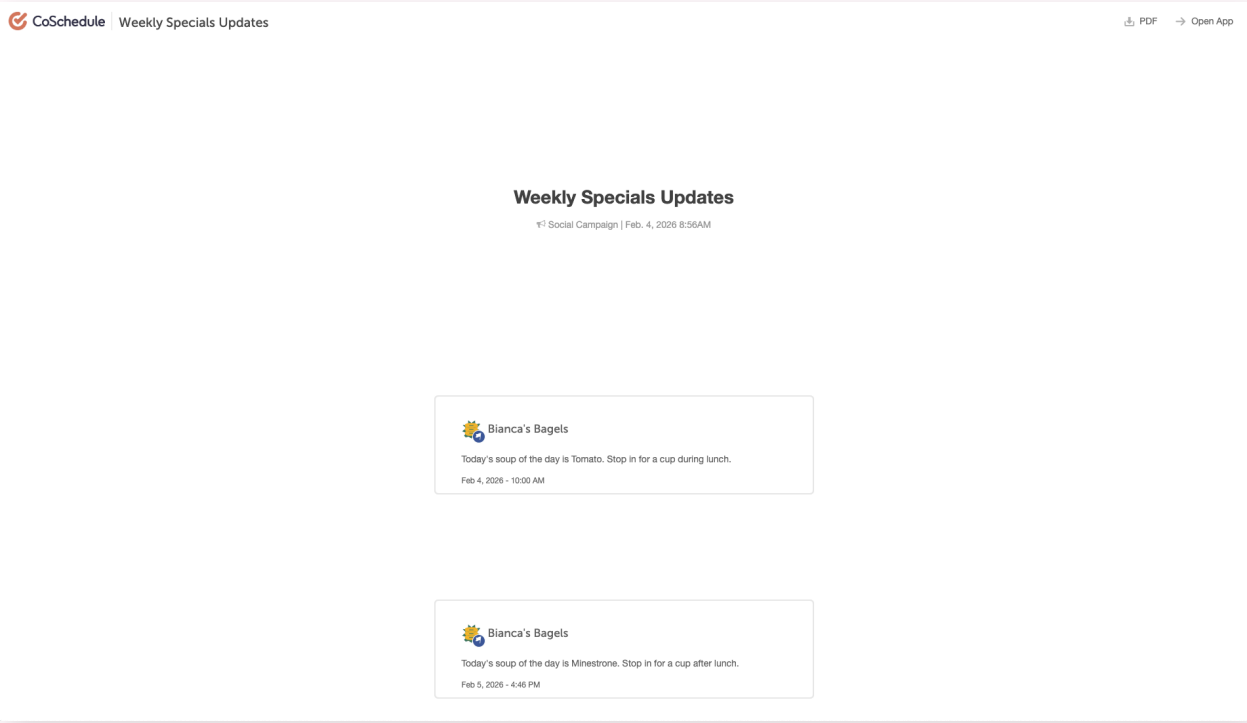
1. Draft your social messages in a Social Campaign.
2. Set the Social Campaign to "pending review," so it won't publish if it's awaiting approval from the client.



3. Create a Read-Only link of the social campaign.




4. Share the Read-Only link with your client. With this link, they can review the message copy & designs for the Social Campaign.




From there, your clients can then reply with feedback regarding potential changes or give you the go-ahead to publish the campaign.

Learn more about incorporating your social media within your Marketing Calendar in Chapter 6. ->