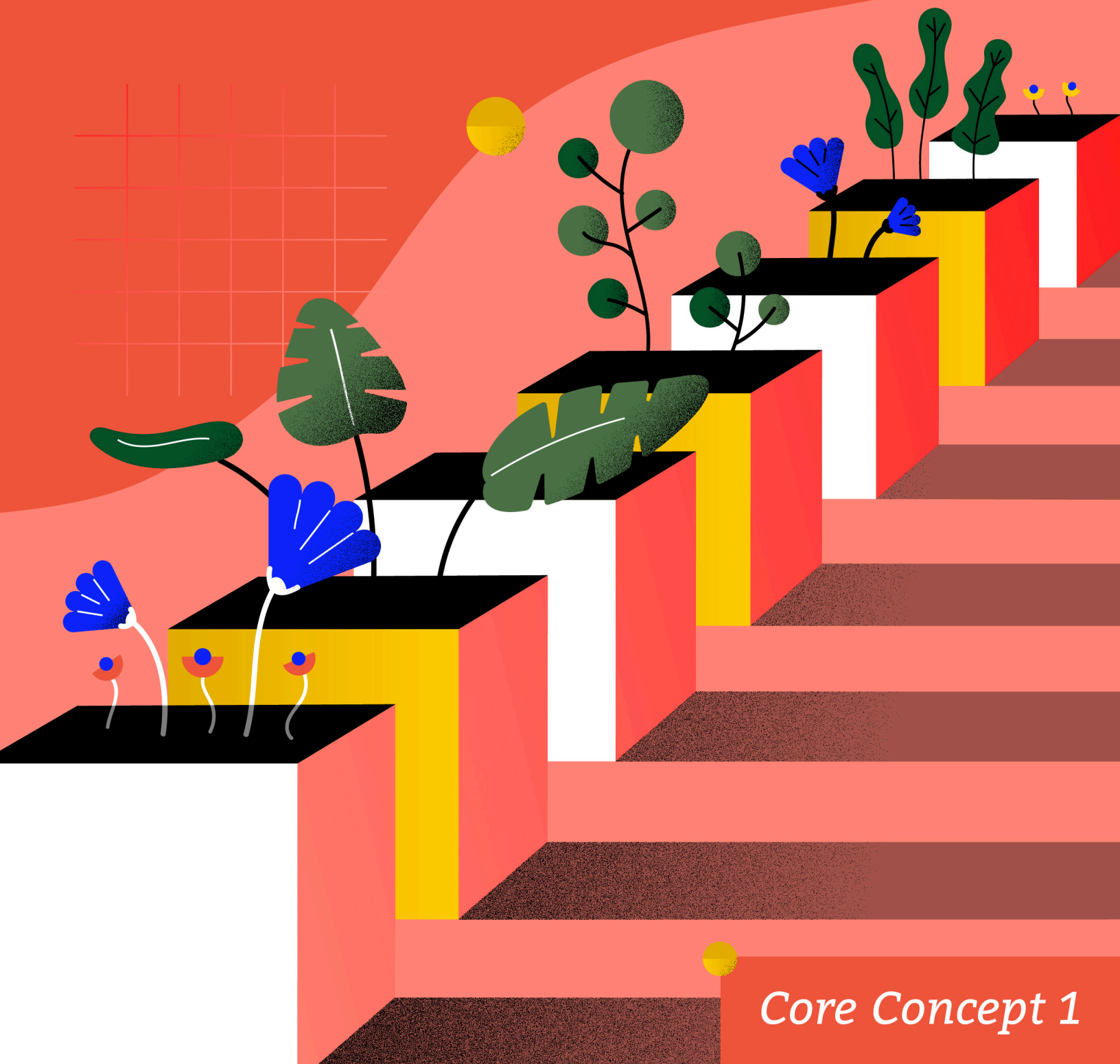
How You Will

Create and Share Your Ideal Marketing Calendar

CoSchedule



Core Concept 1

In this lesson

The Marketing Calendar Rundown

Put Everything In CoSchedule

Enhance Your Projects With Integrations

Schedule Projects on the Day They Will Publish

Share Visibility With Your Entire Organization

The Marketing Calendar Rundown

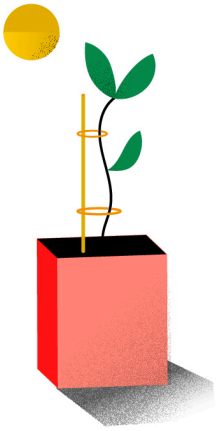
Winging it. Flying by the seat of your pants. Improvising. Ad hoc.

These are all terms marketers use to describe their marketing process before CoSchedule.

The good news is, marketing doesn't have to feel like this.

Thousands of marketing teams have organized their marketing with the CoSchedule Marketing Calendar.

Throughout this process, you'll receive a step-by-step guide to give you the confidence to master your marketing with CoSchedule. This chapter walks you through what you can achieve with CoSchedule.



What is this guide?

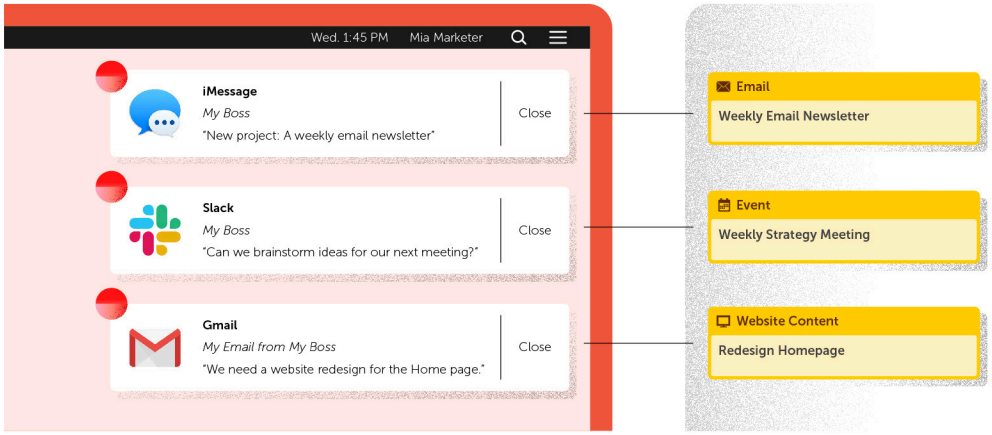
This lesson will walk you through what you can achieve with CoSchedule.

Who is this guide for?

Marketers who are wearing many hats and are struggling to formalize a marketing process as their responsibilities grow.

Put Everything In CoSchedule

Marketing projects, requests, and ideas get dropped on you from all directions – emails, Slack messages, meetings, and even desk drop bys.



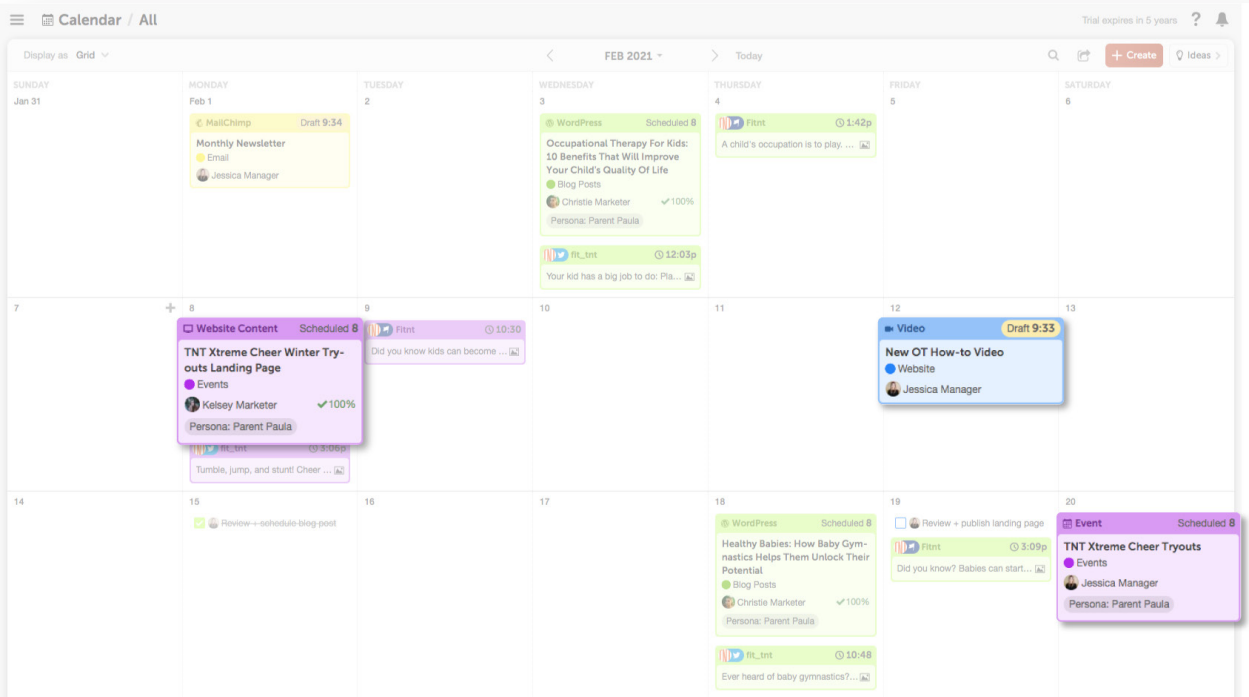
In order to get visibility into everything marketing does, create a new project card on your Marketing Calendar for every project and request that comes your way – even if you don't need to collaborate on it with other team members.

Tip

Everything you do needs to be on your Marketing Calendar—

- Blog posts
- Social campaigns
- Emails
- Website content, Events, and more.

Here's what it looks like when you have multiple projects organized on your Marketing Calendar.



Enhance Your Projects With Integrations

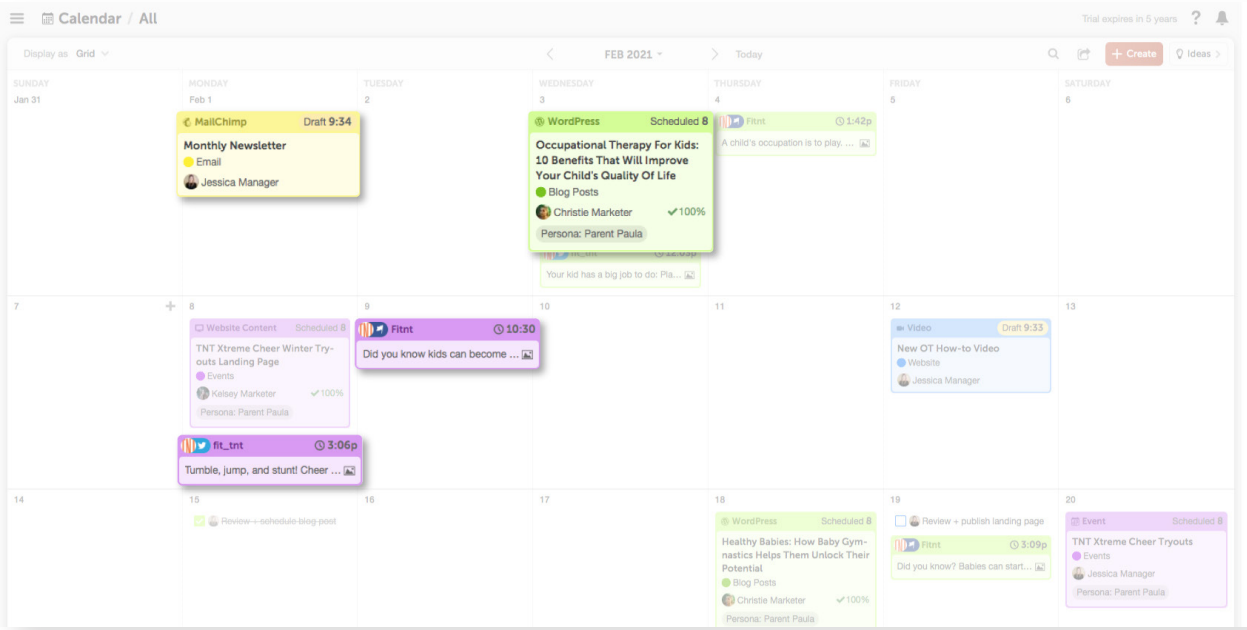
Integrations enhance your projects by syncing activities from outside tools like MailChimp, WordPress and Social Media to your calendar – which means you don't have to waste your time duplicating work.

Here are a few of the best integrations for marketing teams like yours.

1. **WordPress/Hubspot** - Whenever someone creates a new post in WordPress or Hubspot, it will automatically appear on your CoSchedule calendar.

2. **Email Marketing** - Whenever someone creates a new email in MailChimp, Hubspot, Constant Contact, or Campaign Monitor, a new project card will appear on your CoSchedule calendar.

3. **Social Media** - CoSchedule connects to your social media channels so you plan, create, and schedule your social media alongside your other marketing projects.



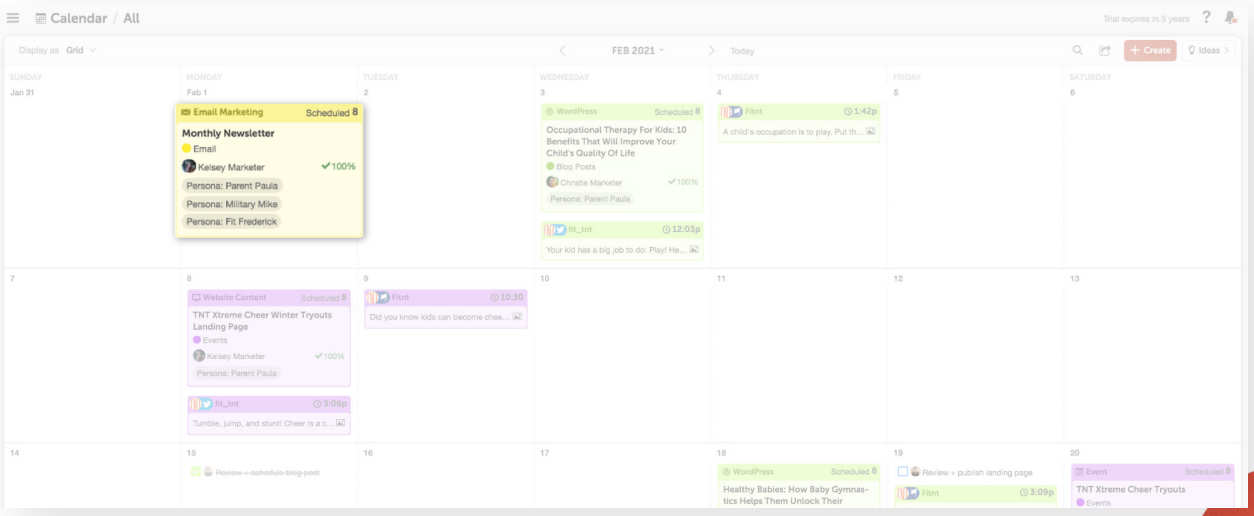
Schedule Projects on the Day They Will Publish

Once you get in the habit of putting everything on your calendar, the calendar becomes your process for getting work done.

CoSchedule is meant to be used like a publishing calendar – meaning you'll add projects to the calendar on the day they will go live or be completed.

Here's why:

- This enables visibility so everyone knows what's going live and when.
- It helps set priorities (i.e. the next upcoming project is the team's priority).
- It creates a deadline – which increases the likelihood of accomplishing a project on time.

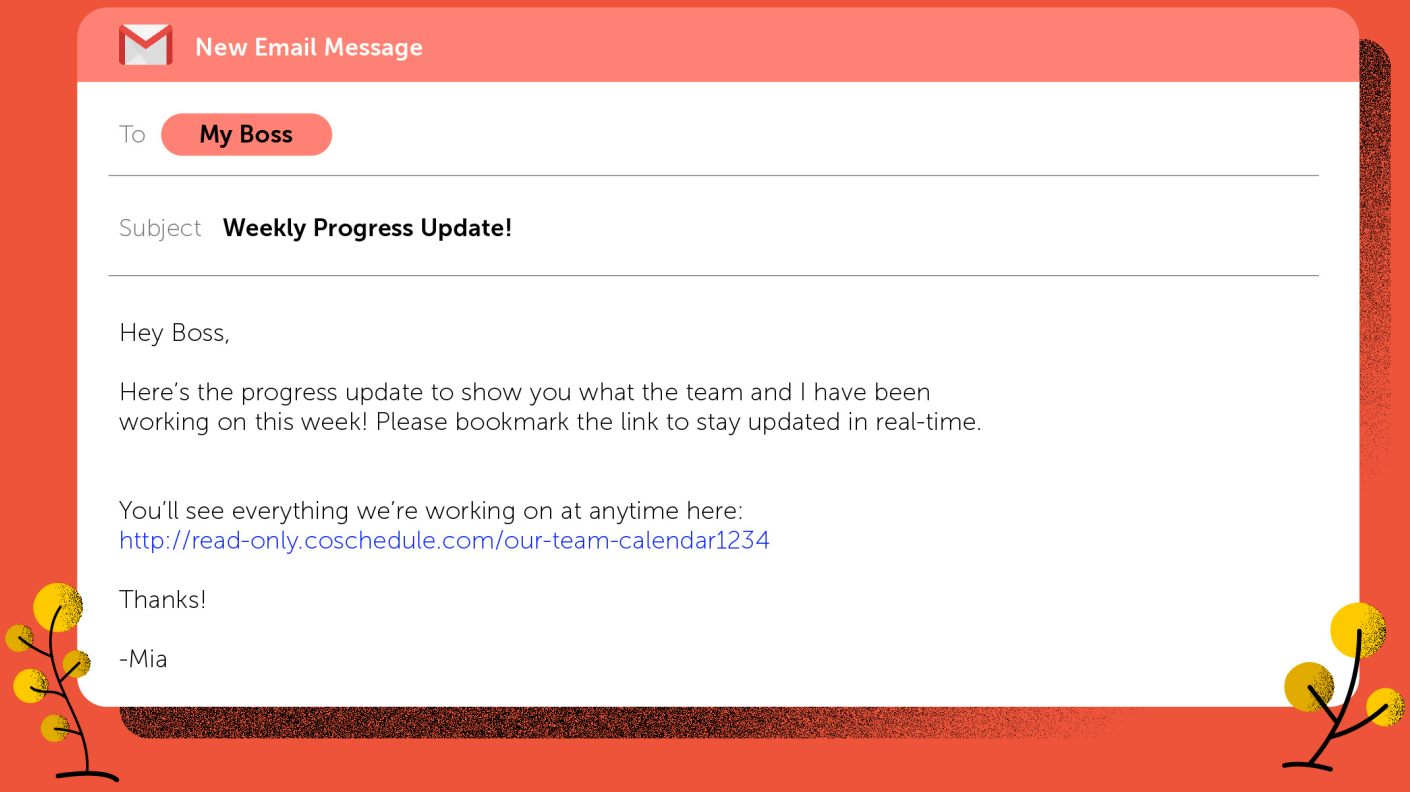


Share Visibility With Your Entire Organization

Keeping your boss updated on what your team is working on usually involves manual workarounds and time-consuming meetings.

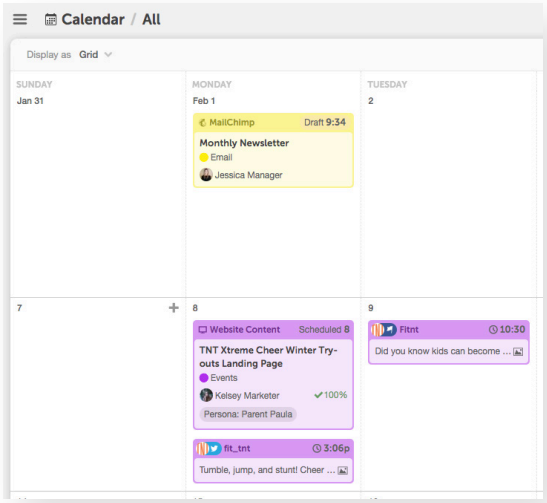
Until CoSchedule.

CoSchedule lets you share visibility and prove your marketing value to stakeholders so everyone can be up-to-date about what your team is working on.

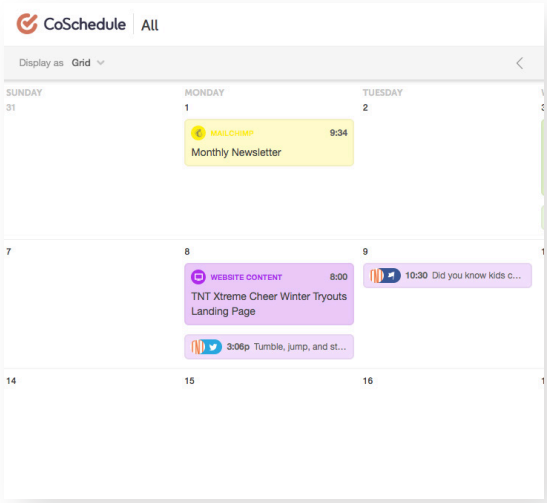


Simply create and share a read-only link of your calendar. The best part? Read-only links aren't dynamic so nothing can be rescheduled or deleted.

What you see in CoSchedule



What your boss sees in read-only:



Head Over to Your Marketing Calendar!

GET STARTED

