Chapter 6:

Keep Everything in One Place with Projects

CoSchedule



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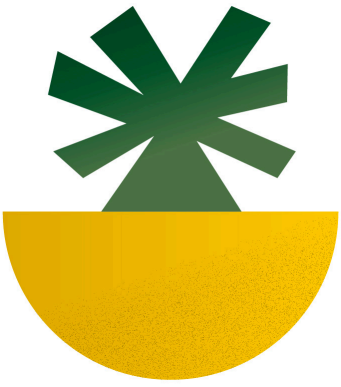
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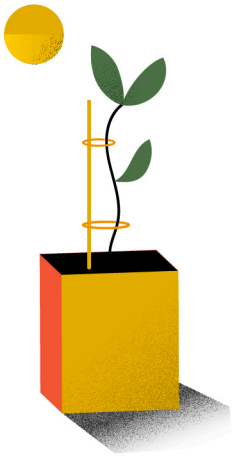
Make Social Messages Part of The Content Creation Process



Keep Everything in One Place

Projects in CoSchedule help you bring everything into one place, so you can easily see your progress and get organized.

In this lesson, you're going to learn a few ways to make the most of out planning a marketing project in CoSchedule.



What is this guide?

This lesson will walk you through tips and tricks to get the most out of a marketing project in CoSchedule.

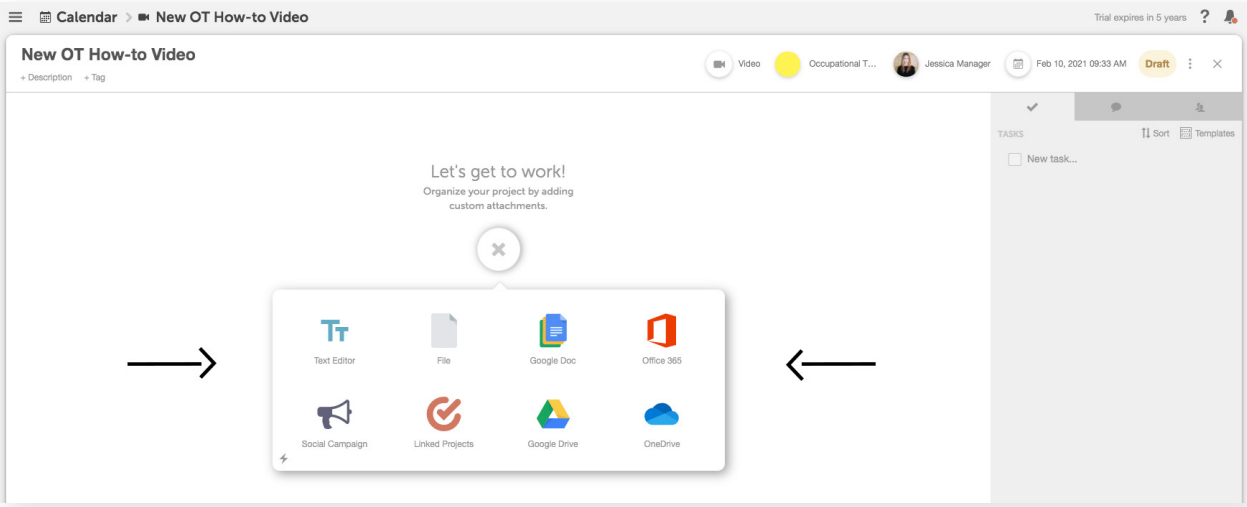
Who is this guide for?

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

Get Started with Attachments

When you open a project on your calendar, you'll see a list of attachments pop up. Attachments make it easier to execute your projects by keeping everything in one place.

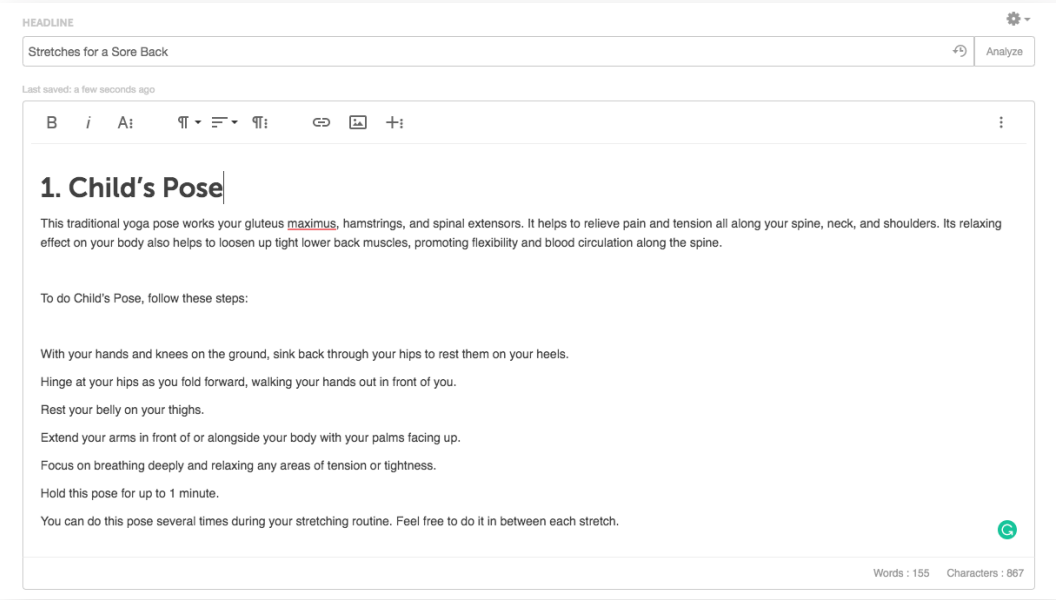
Here's a list of each attachment type and how you should use it.



Create Your Content With the Text Editor

The text editor allows you to write content directly in CoSchedule. You can compose your blog post, video script, or any type of written document for your project.

You could also use the text editor to leave written feedback or propose changes to a project.



Pro Tip:

We're helping you create better content. Use CoSchedule's Famous Headline Analyzer or Email Subject Line Tester directly from the text editor. Simply click the "Analyze" button to create a more powerful headline or subject line.



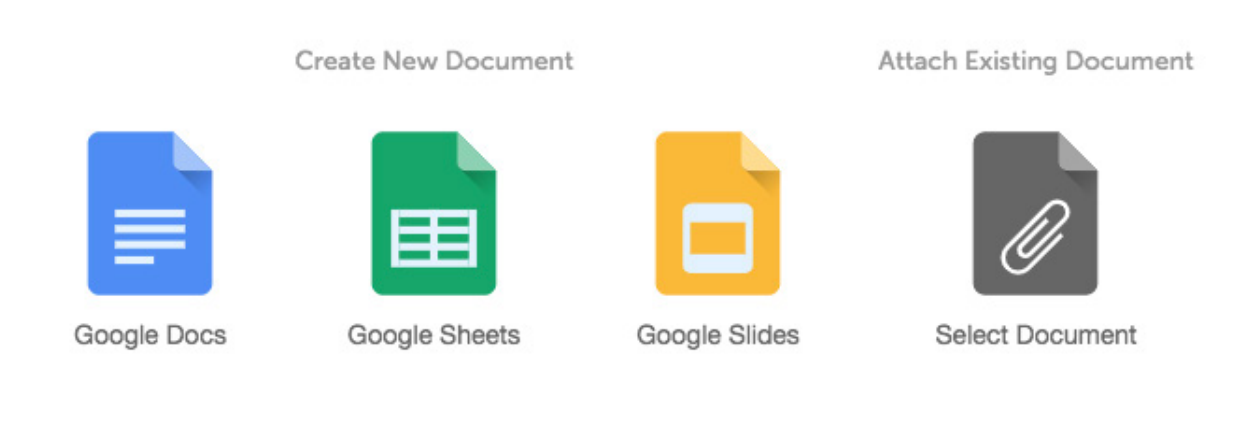
Include All Related Assets and Files

Attaching files allows you to keep all of a project's supporting documents in one place. There are a few different ways you can attach files to your marketing projects in CoSchedule.

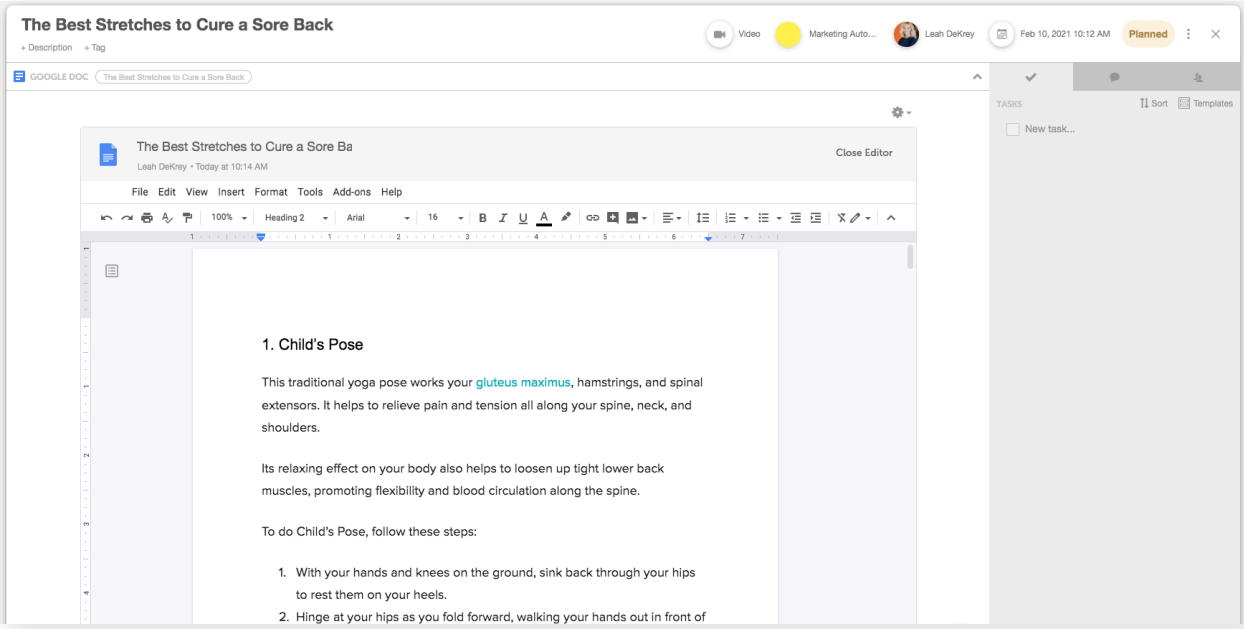
1. **File** - This allows you to attach a file directly from your computer's hard drive.
2. **Google Drive** - This allows you to attach a file from your Google Drive account.
3. **One Drive** - This allows you to attach a file from your Microsoft OneDrive account.

Compose and Collaborate on Content with Google Docs

By selecting Google Docs, you can create a new document in your Google Drive without having to leave CoSchedule. You can also attach an existing Google Drive document. This is best used for creating the project's main deliverable.

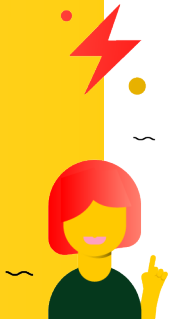


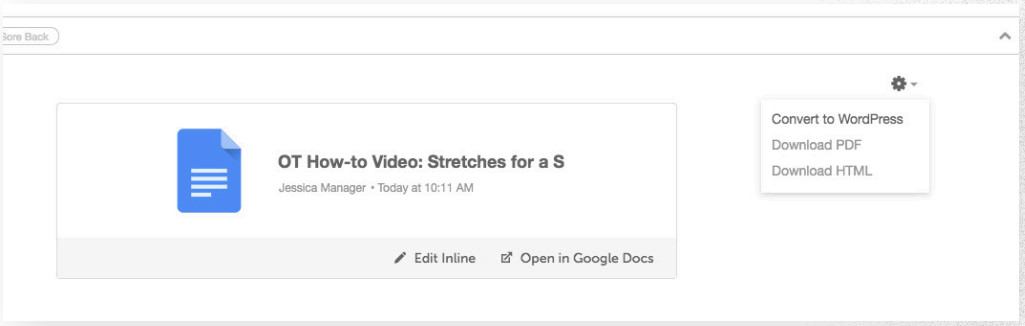
Select the "Edit Inline" option to make changes or add comments to a Google Doc directly from your CoSchedule marketing project. This unlocks all the features of the Google Doc editor without having to open another tab.



Pro Tip:

Click the gear after you've added a Google Doc or text editor attachment to convert the content to a WordPress blog post. CoSchedule will grab all the images, text, and links and automatically create a post over in your WordPress account.



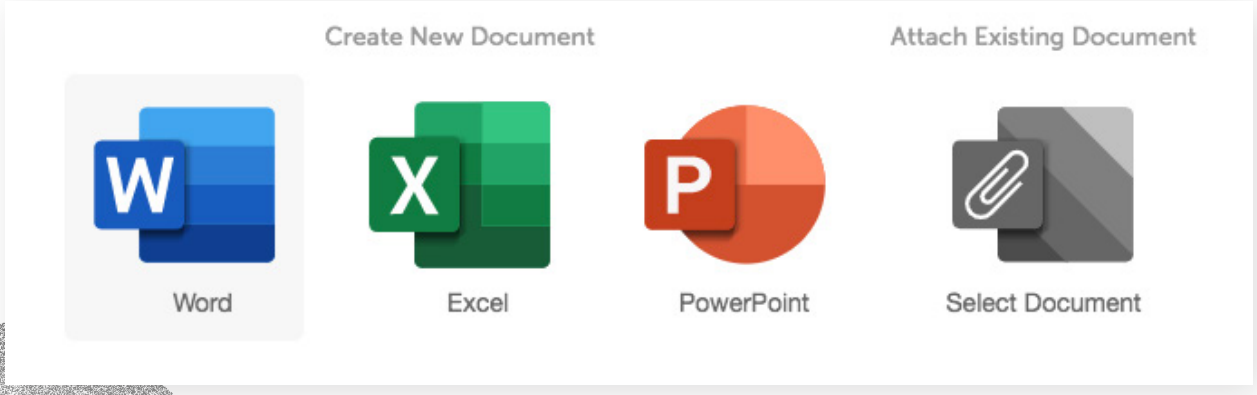


Attach Office 365 Documents

Selecting to add an Office 365 attachment functions similarly to the Google Doc option outlined in the previous section.

You can create a new Word Doc, Excel Spreadsheet, or PowerPoint presentation from a marketing project. One thing to note, however, is that Office 365 does not have the same inline editing capabilities as Google Docs.

If you want to make edits to an Office 365 document, you'll have to do it directly from Word, Excel, or PowerPoint.

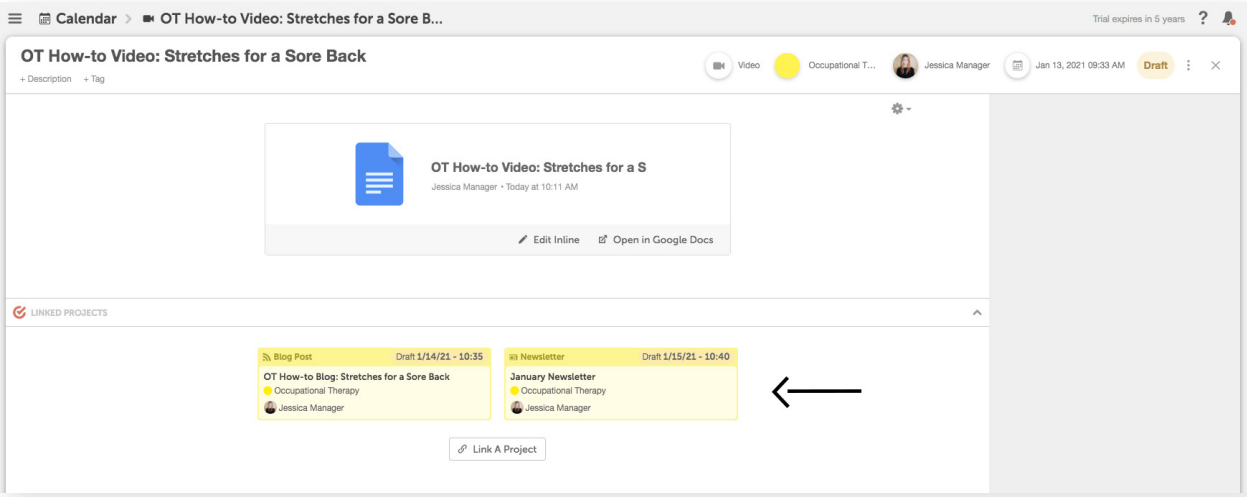


Group Related Marketing Projects Together as a Campaign

Adding a Linked Project is a good way of connecting two or more projects that either support one another or, perhaps, function together as a marketing campaign.

In this example, there are three projects that are connected to one another.

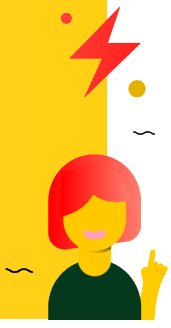
1. A how-to video
2. A written blog post that outlines the content of the video
3. A newsletter that distributes the video



Linking projects together makes it easier to find and reference items that work toward the same goal.

Make Social Messages Part of the Content Creation Process

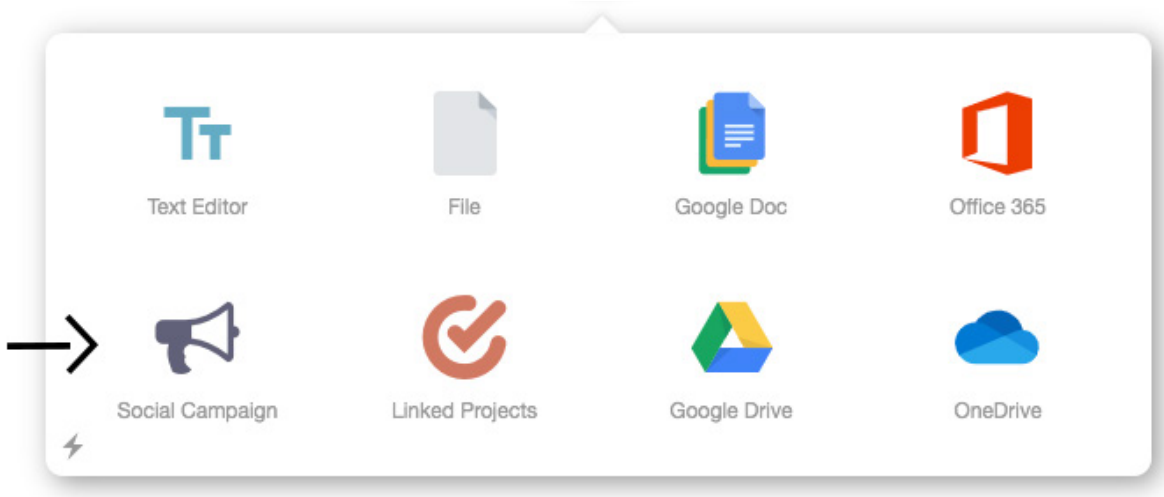
Perhaps one of the most powerful attachments, CoSchedule allows you to schedule your social messages directly in a marketing project. This makes writing your social messages a part of the content creation process, not an afterthought.



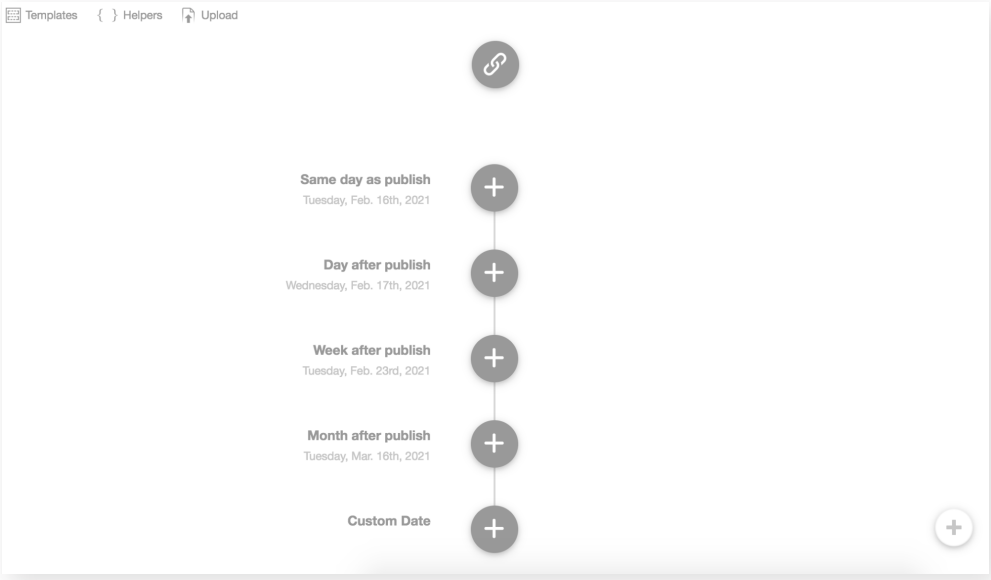
Pro Tip:

A social campaign is a string of social messages that extend over a period of time. Creating a campaign of social messages—rather than a stand- alone social message—drives more traffic to your content.

To add a social campaign to your marketing project, choose the attachment option that says “Social Campaign”.



From there, click the plus sign on a day you’d like to schedule a social message. Then, use the social composer to create your social message.



Head Over to Your Calendar to Add Some Attachments

GO TO MY CALENDAR

