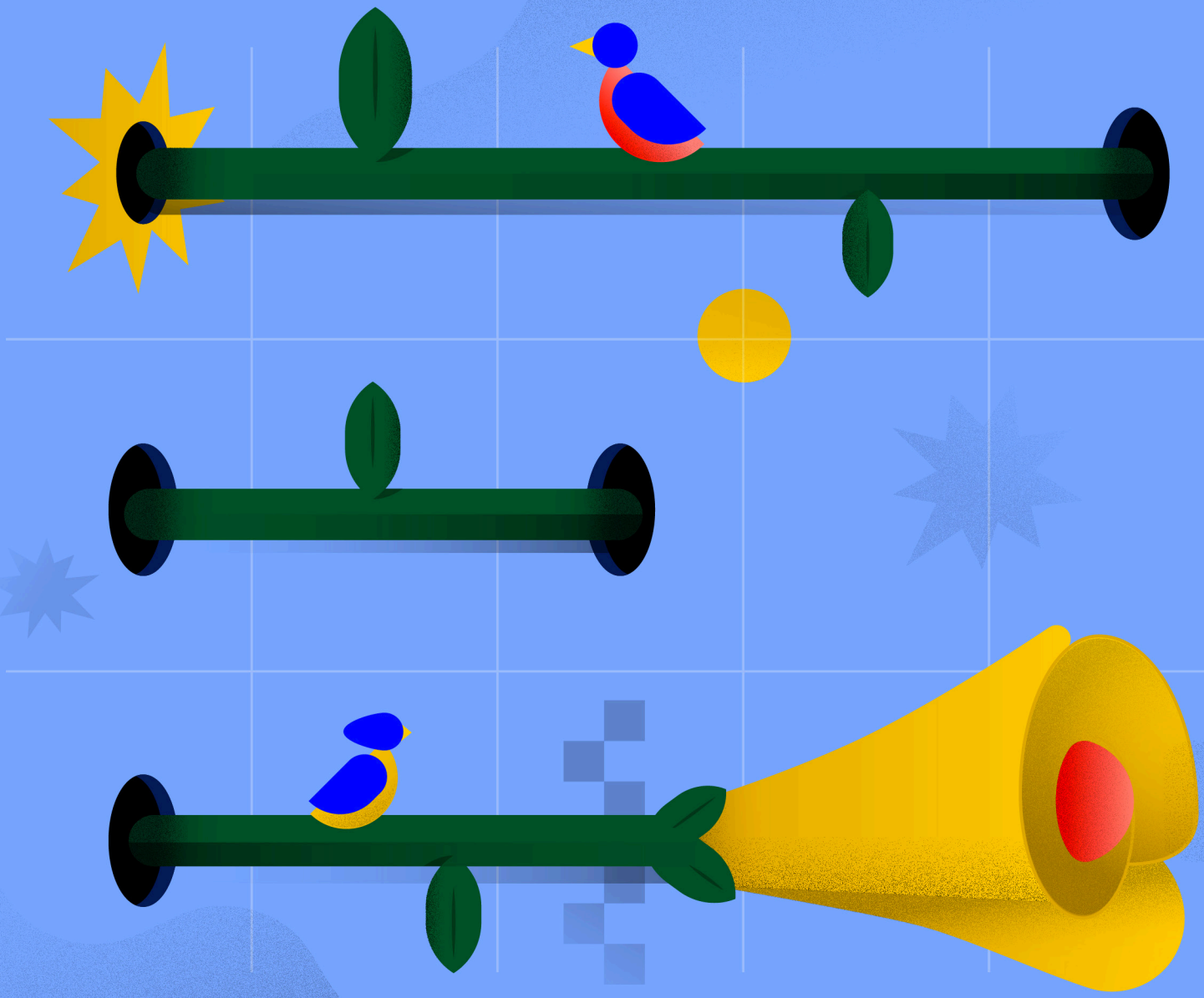
Chapter 8:

The Best Way to Manage a Project From Start to Finish

CoSchedule



In This Lesson

Step 1: Add Projects to Your Marketing Calendar

Step 2: Apply A To-Do List to Your Project

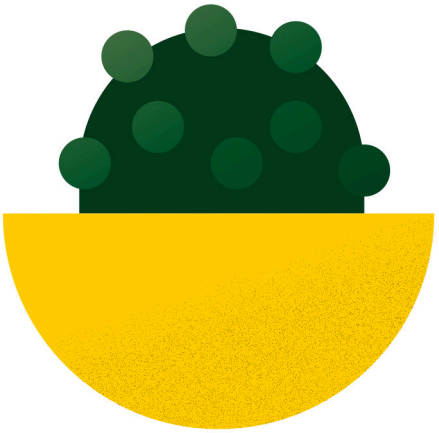
Apply an existing task checklist

Step 3: Create a New Google Doc Attachment

Step 4: Add a Social Media Campaign Attachment

Step 5: Schedule Your Project and Let CoSchedule Do the Rest

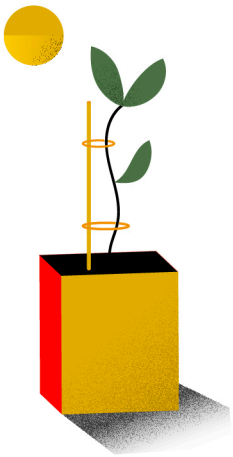
Step 6: Measure the Performance



Planning a Project from Start to Finish

Now that you've learned all the parts of CoSchedule, it's time to tie it all together. This chapter focuses on showing you how to manage a blog post project from start to finish using your CoSchedule Marketing Calendar.

You'll take the elements you learned in each of the previous lessons to create a streamlined marketing process where things finally run smoothly.



What is this guide?

This lesson will walk you through how to manage a project from start to finish with your CoSchedule Marketing Calendar.

Who is this guide for?

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

Step 1: Add Projects to Your Marketing Calendar

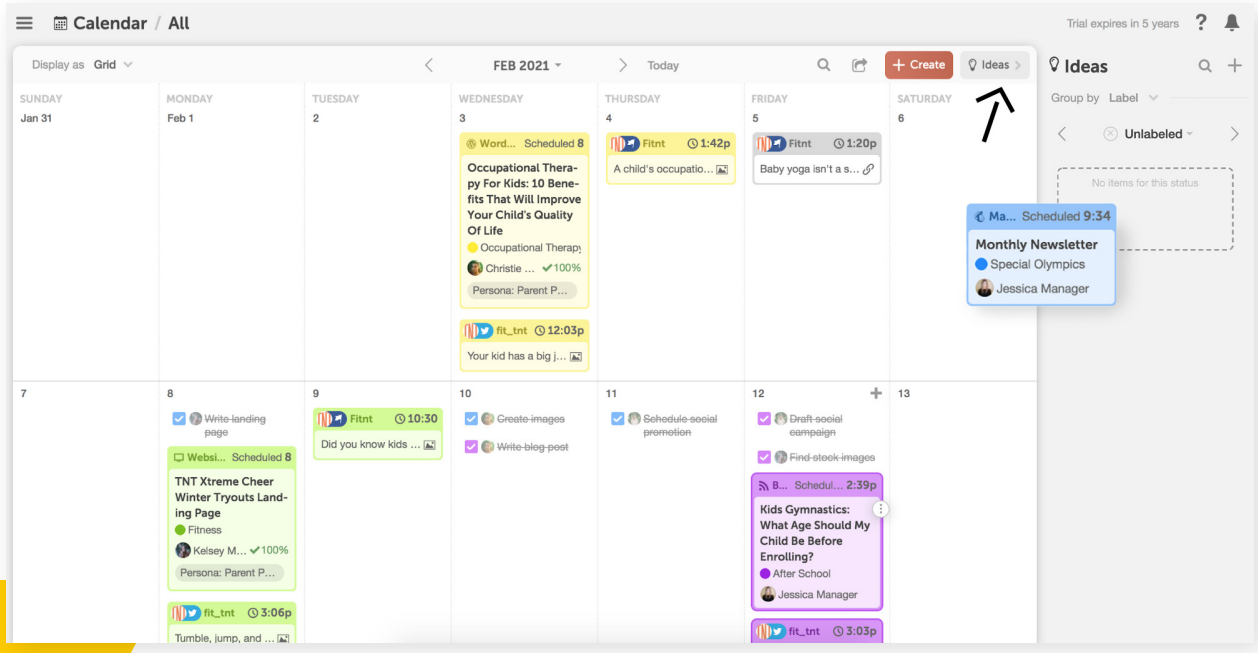
Knowing what type of projects to start putting on your calendar is tricky. It's a common hurdle for people just getting started with CoSchedule.

That said, here are some common recurring marketing projects that you may want to add to your calendar if applicable.

- Weekly or monthly newsletters
- Upcoming events
- Blog post topics you want to write about

Once projects are on your calendar, it isn't set in stone. You can easily move projects that are on hold over to your Idea Board. Here's how:

1. Click the "Ideas Button".
2. Drag and drop the project over to the Ideas area to keep it on your radar, but off your calendar.

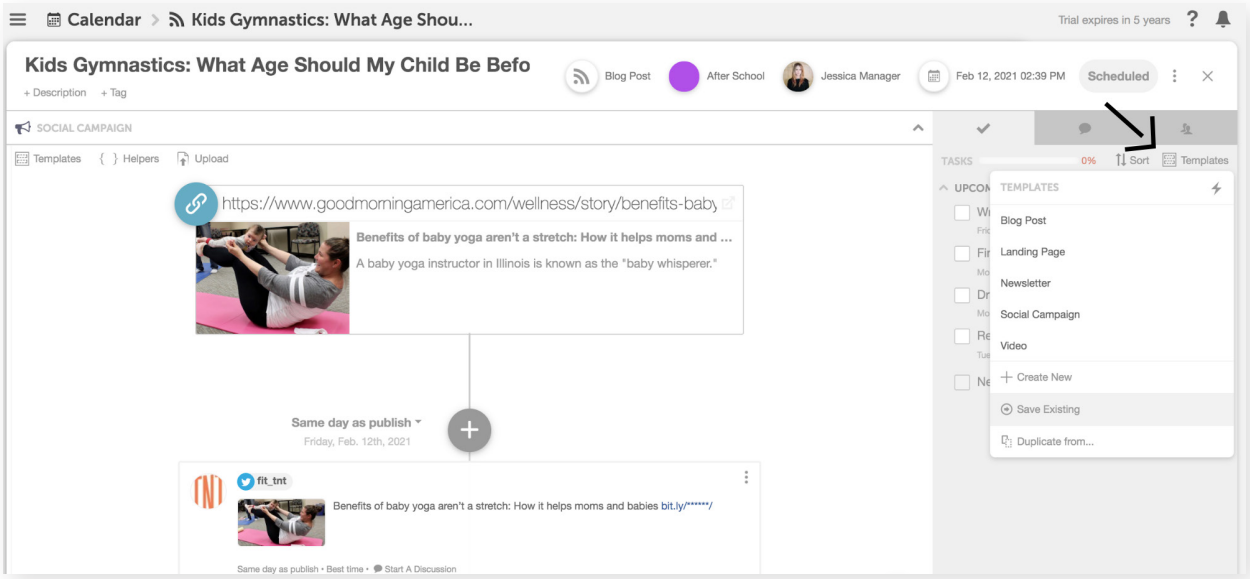


Step 2: Apply A To-Do List to Your Project

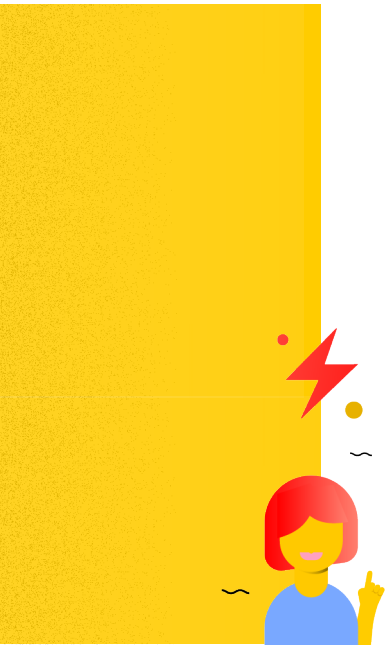
After you've got a blog project on your calendar, the next thing you'll need to do is apply a task checklist to make sure everything gets done on time.

Apply an existing task checklist

CoSchedule has a pre-set list of task templates that contain commonly needed tasks for various types of marketing projects.



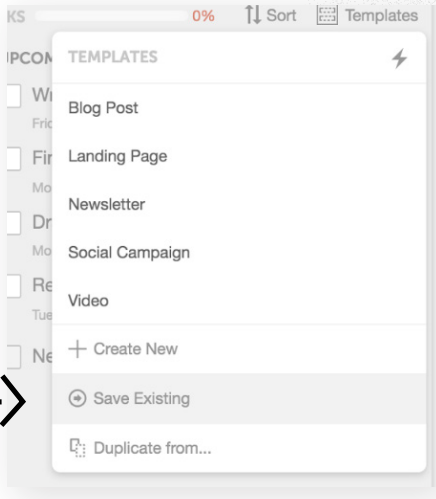
Once you've applied the task template, you can easily delete unnecessary tasks, assign them to yourself or someone on your team, and apply a due date.



Pro Tip:

Once you've edited the tasks and delegated to team members, you can re-save your customized checklist to use again on relevant marketing projects.

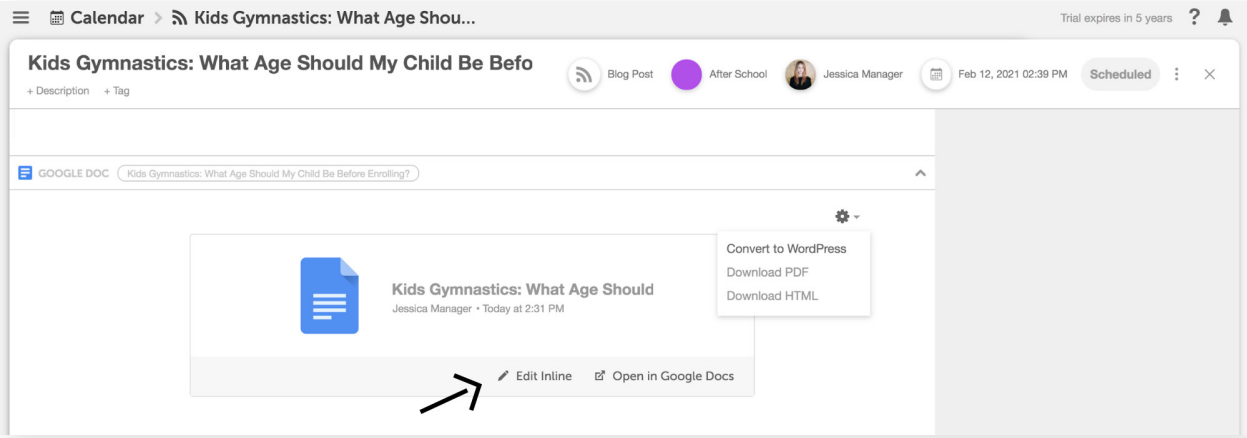
Save Existing

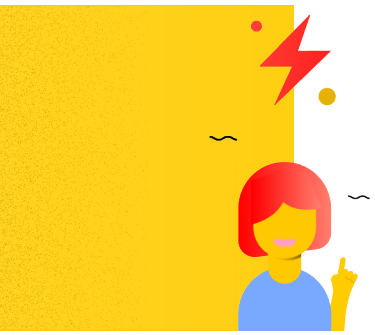


Step 3: Create a New Google Doc Attachment

The next thing you'll need to do is attach a new Google Doc to your project. This allows you to write your content and collaborate all from one place.

Once you've added the new Google Doc attachment, click the "Edit Inline" option to start writing your blog post directly in CoSchedule.

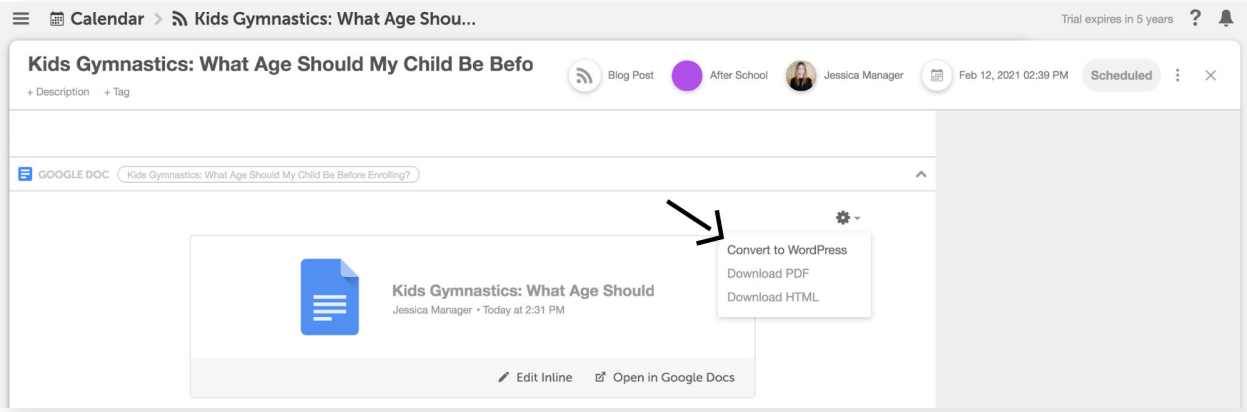




Pro Tip:

You can also use the Text Editor or Word Doc attachments to write your content, if you prefer.

Once all your content is completed in your Google Doc, use the "Convert to Wordpress" button to automatically move everything over to a new WordPress post with one click.

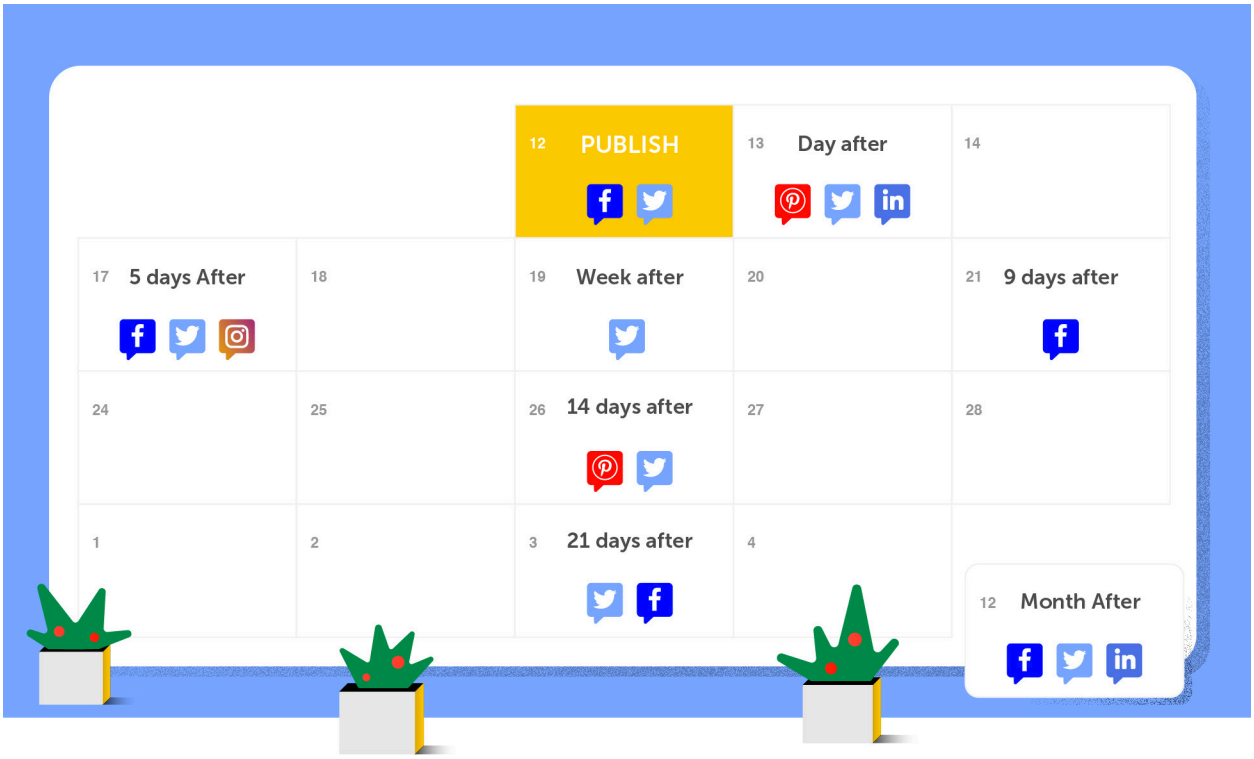


Step 4: Add a Social Media Campaign Attachment

The next step is to add a social media campaign to your project. This allows you to write, collaborate, AND promote your blog post all from CoSchedule.

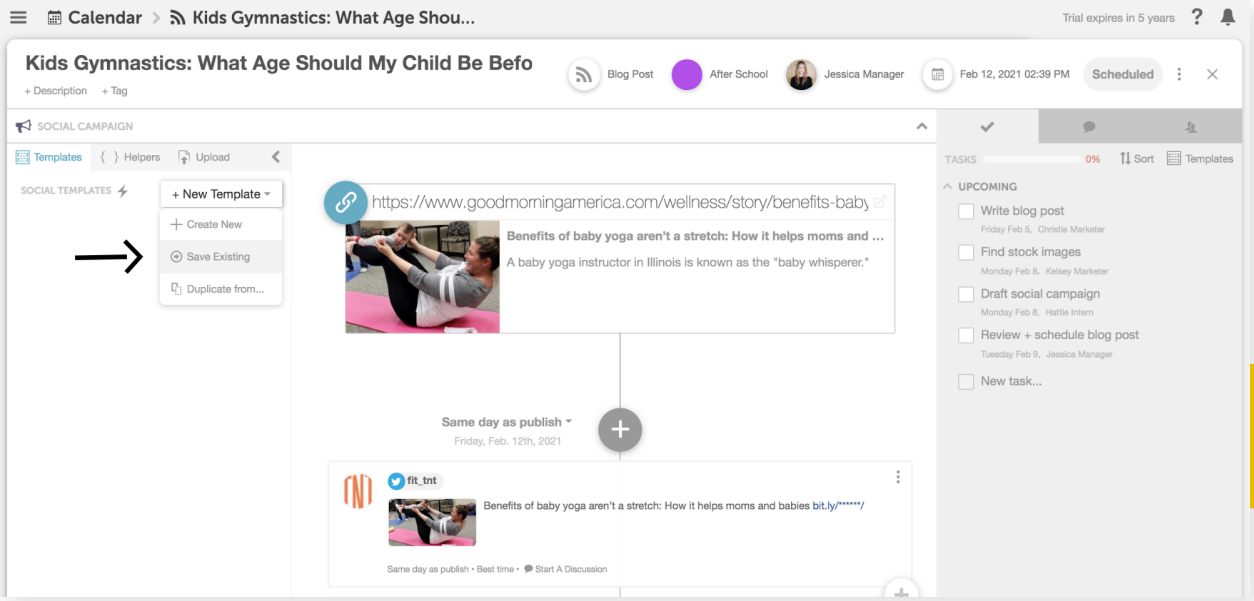
Using the exact social message cadence we discussed in the previous chapter, add your social messages one by one to create a social media drip campaign that will drive more traffic to your blog post over time.

In case you don't remember the social campaign recommendation, here's a graphic to help.



Next, you can save that campaign as a template to use again. This way you don't have to remember again and again what channels you posted to and on which day.

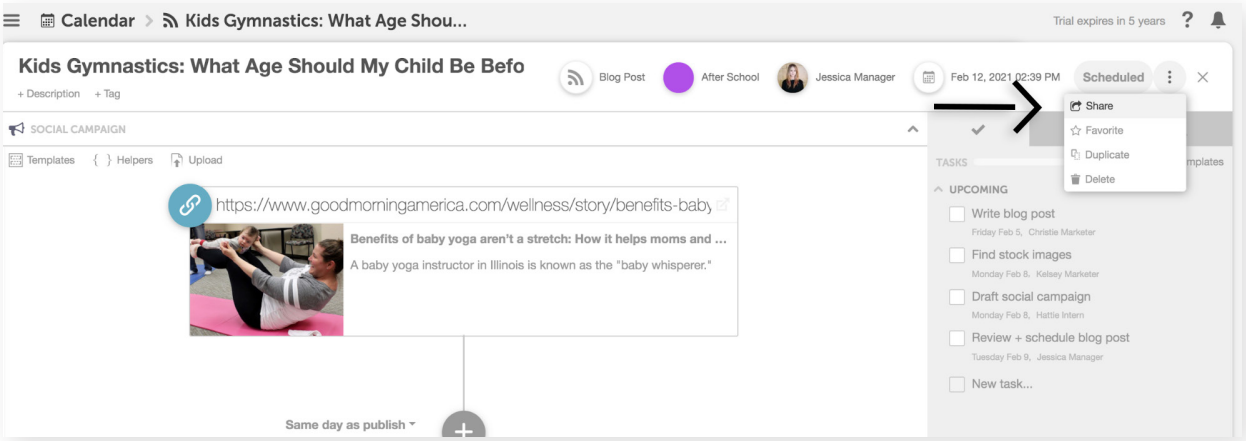
To save your social campaign as a template to use again, simply click the **"Templates"** icon and then choose **"Save Existing"**.



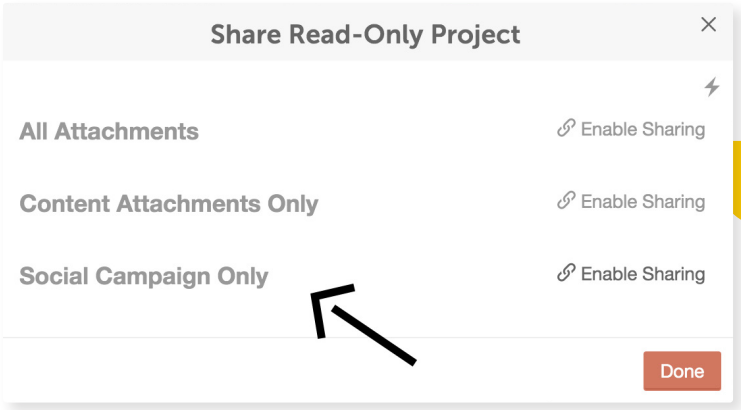
Did you know that you can create a read-only link of your social campaign to share with anyone? This means you don't have to copy and paste or screenshot individual social messages to get approval.

To create a read-only link of a social campaign attached to a project,

- Click the ellipsis.
- Choose "Share".



- Enable sharing on the “Social Campaign Only” option.
- Send the link to anyone for input, comments, or approval.

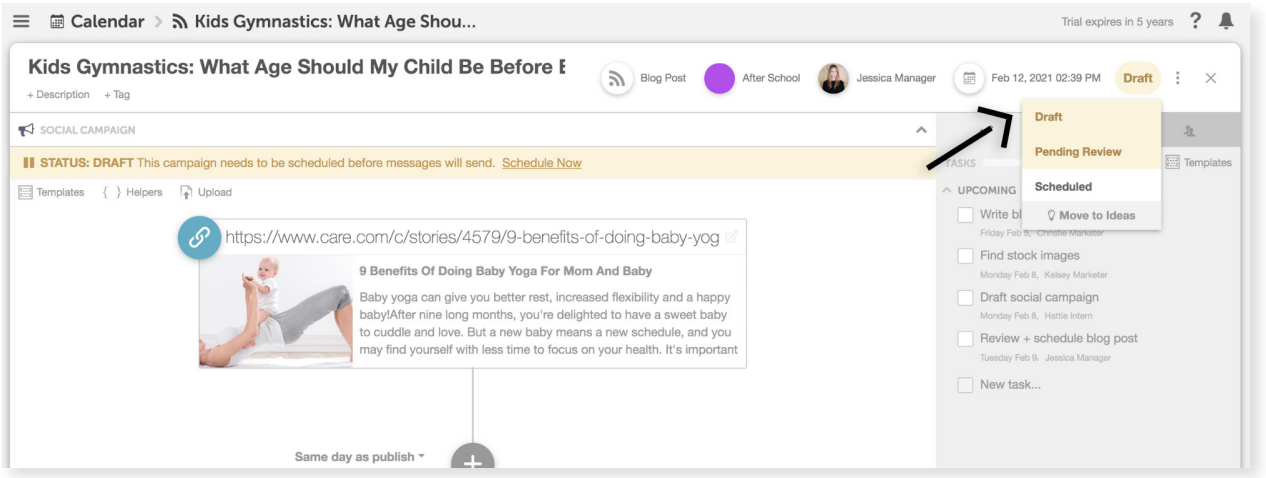


Step 5: Schedule Your Project and Let CoSchedule Do the Rest

Once you’ve completed all the previous steps in this lesson, it’s time to schedule your blog post to go live. This will not only schedule your blog post to publish, but it will also put in motion the social media campaign you scheduled.

You’ll find the project status in the top right corner of your project. When you’re ready to schedule your project,

- click the status
- choose the “Scheduled” option

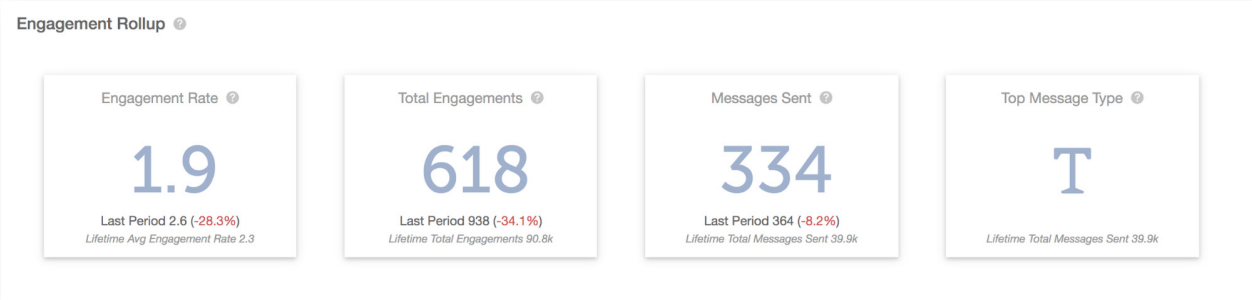


This lets you schedule your projects so CoSchedule can push everything live when it’s time.

Step 6: Measure the Performance

Once your blog project and social media campaign has been published, you can track the performance using CoSchedule's built-in analytics.

You'll find all sorts of useful social media campaign data like social media engagement reports, best performing messages, and campaign comparison reports.



Get Started Planning a Blog Project in CoSchedule

PLAN A PROJECT ON YOUR CALENDAR

