*How Your Marketing Calendar Will*

# Improve Project Visibility and Control

CoSchedule



Core Concept 2

# In This Lesson

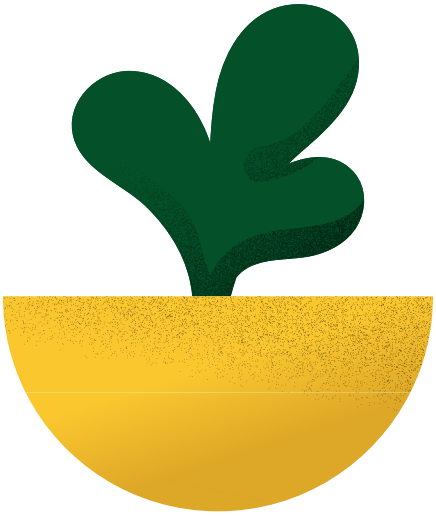
Getting to Know Your Calendar

Use Color Labels To Visually Organize Your Projects

See the Big Picture and What's Coming Next with Project Types

Keep Everyone Accountable by Delegating Project Owners

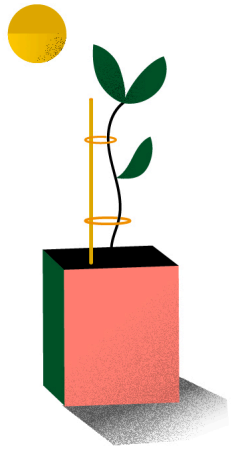
Project Status Shows What You Are Working on and When It Will Be Published



# Getting to Know Your Marketing Calendar

As you begin to add projects to CoSchedule, the Marketing Calendar will become the backbone of your marketing process. It will support you and your team as you take control of your marketing.

There's a lot the calendar can do for you in terms of solidifying a marketing process and getting organized. This chapter focuses on how you can increase marketing visibility and team efficiency with your CoSchedule calendar.



### *What is this guide?*

This lesson will walk you through how you can use the CoSchedule Marketing Calendar to increase visibility and team efficiency.

### *Who is this guide for?*

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

# Use Color Labels To Visually Organize Your Projects

Color labels are the most powerful way to add visual organization to your calendar. Customize your labels to match what is most important to your company or add visual hierarchy to your calendar.

Here are a few ways people use them: 👇



**Color Only:** Use this if you want a simple way to add visual hierarchy to your calendar.

- *Purple*
- *Yellow*
- *Blue*
- *Green*



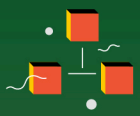
**Region:** Use this if your team creates marketing materials for different business regions.

- *West*
- *Midwest*
- *Southeast*
- *South*



**Product line:** Use this if your team creates content to promote different product lines.

- *Gardening*
- *Lawn Care*
- *Snow Removal*
- *Landscaping*



**Department/Team:** Use this if you need to quickly see which department marketing projects serve.

- *Sales*
- *Demand Generation*
- *PR*
- *Product Marketing*



**Client:** Use this if you're an agency and need to divide your work by client.

- *Country Table Foods*
- *Lynx Machinery*
- *Johnson Ag Products*
- *Red Tree Electric*







# See the Big Picture and What's Coming Next with Project Types

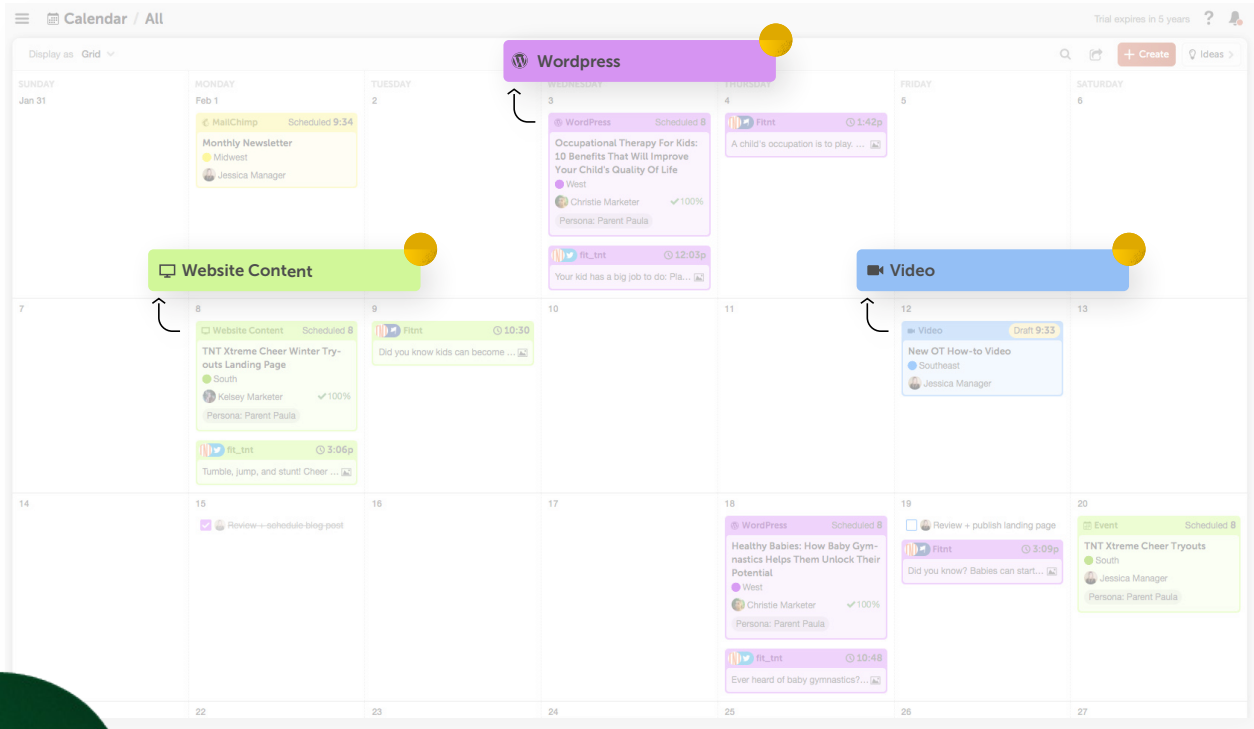
The project card tells you a lot of information. One of the first things you'll notice is the project type located in the top left-hand corner.

Project types tell you what type of work it is that you will be creating.

Glancing at the project type helps you understand the kind of content you'll create, without having to click into the project for more details.

Why are project types important?

1. It shows the tactics that contribute to your marketing strategy.
2. It helps inform others for easier delegation.
3. It highlights project frequency so your strategy can be more balanced.
4. It allows you to create filtered sub-calendar views. (More on this later.)

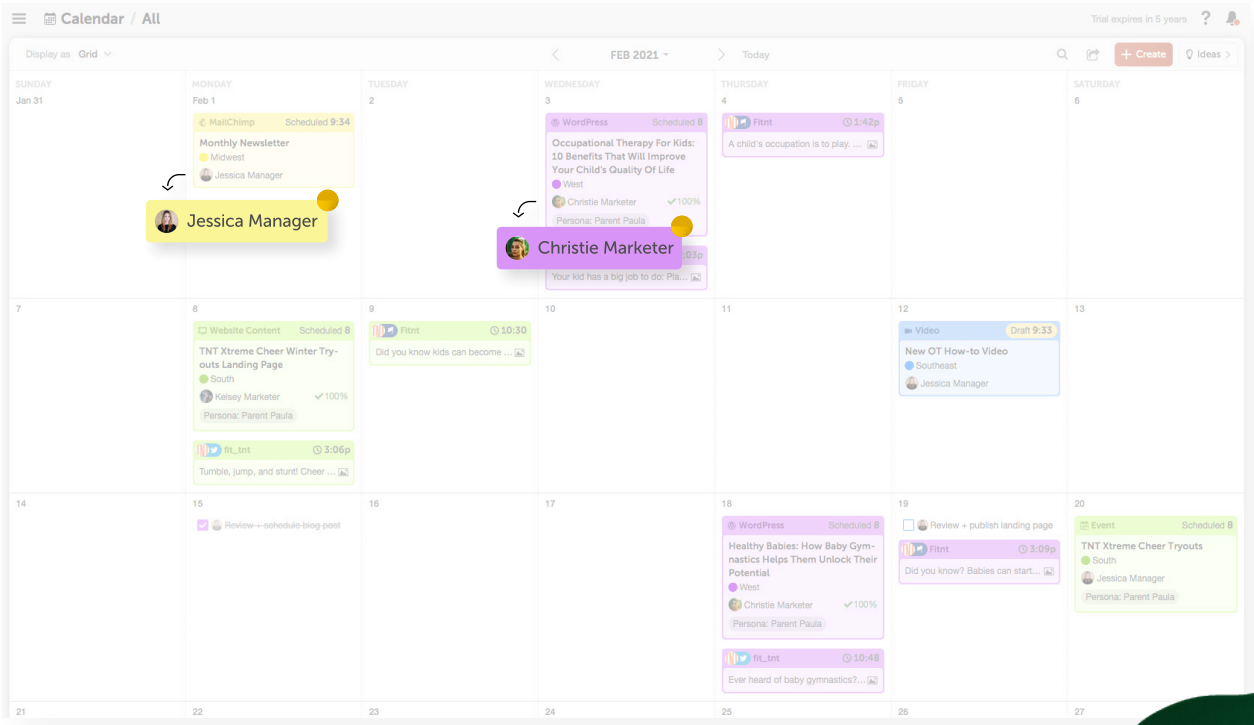


# Keep Everyone Accountable by Delegating Project Owners

You can also use the calendar to delegate project ownership so everyone knows who is responsible for the project. This helps you:

1. See **who** is working on what at a glance.
2. **Allocate** work effectively.
3. Keep yourself **accountable** for completing things on time.

Notice the project owner is present on the calendar card. 👇



# Project Status Shows What You Are Working on and When It Will Be Published

The project card tells you what status the project is currently in. This helps you prioritize your work, and keep things from going live before you are ready.

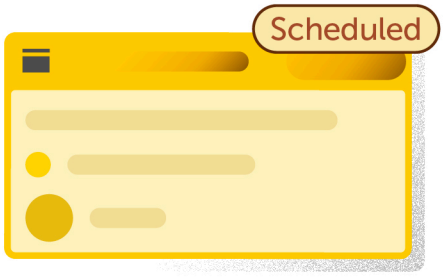
There are four statuses in CoSchedule:




***Draft*** **-** Project WILL NOT publish or go live. Best used when the project is still in progress.




***Pending Review*** - Project WILL NOT publish or go live. Best used when a project needs to be approved by another individual.




***Scheduled*** - Project WILL publish or go live at the time scheduled. Best used when a project is completed, but will go live at a future date/time.




***Published*** - Had been published, sent, or is live on your website/social media channels. Best used to mark which projects have been fully completed by your team.

## Start Building Your Marketing Process Now

GO TO MY CALENDAR

