Welcome to...

CoSchedule



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Welcome to... CoSchedule?

Why is My Team Using CoSchedule?

How Can CoSchedule Help Me?

Welcome to... CoSchedule? The First Step to Getting Started

You probably just received an email from your manager inviting you to use CoSchedule.

You're likely thinking things like...



We're gonna try to address all your questions in this getting started guide.

What is this guide? This guide will walk you through what value CoSchedule provides.

Who's this guide for?: New CoSchedule users that are on a marketing team.

What you'll learn:

- What CoSchedule is.
- Why your team is using CoSchedule.
- How CoSchedule can help solve some common marketing problems.

Why is My Team Using CoSchedule?



The short answer?

CoSchedule is going to help you spend less time on the unproductive parts of your job that you hate.

The long answer?

More is being expected of you recently — more marketing materials, more graphics, more ads, more blog posts, more everything. Problem is, your organization isn't adding more marketing staff.

So what's that mean? Simple. You've got to do more work in the same amount of time. But how does that happen? Well, that's less simple. You essentially have two choices:

1. Reprioritize your work schedule to handle the new tasks.

OR

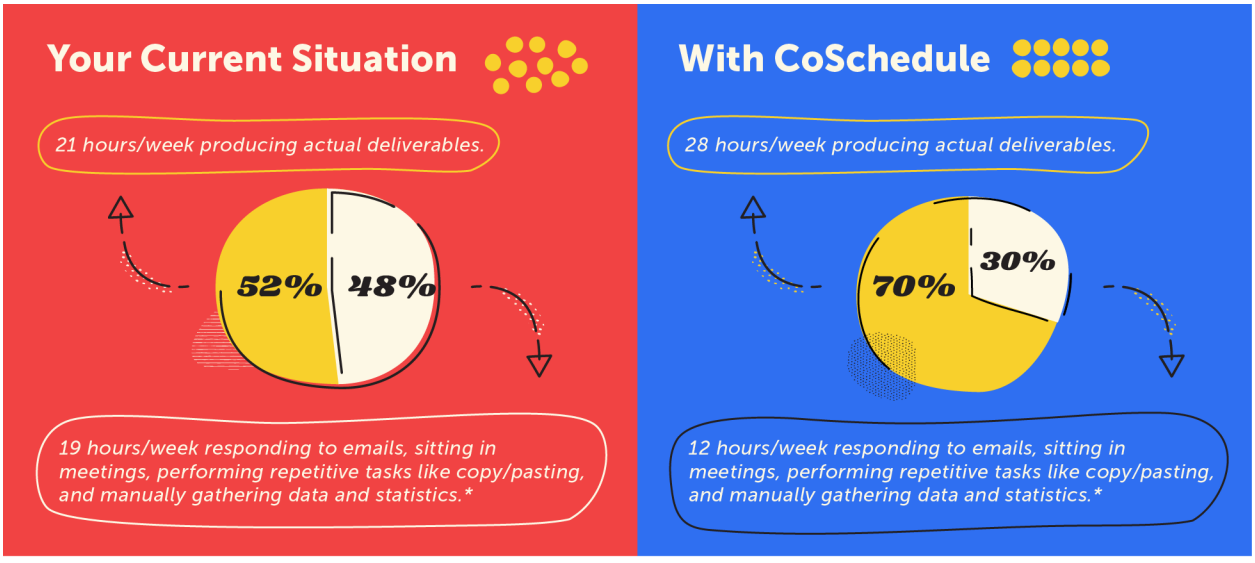
2. Stay late.

CoSchedule is here to make sure you fall into the first category.

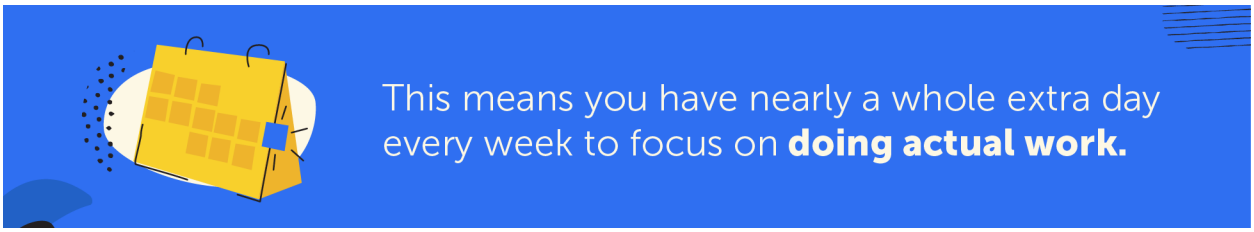
Here's how: The reality is you're wasting far too much time on non-productive things like meetings, emails, gathering data and dealing with spreadsheets.

Let's compare your time at work to a pie chart. You only have 40 (ish) hours to work with. With CoSchedule, you can spend less time on unproductive things so you have more time to actually work.

You're not adding more hours to your work schedule (i.e. staying late), you're just spending less time on the parts of your job that make you want to rip your hair out.



The average worker using CoSchedule has decreased their time spent in meetings and on unproductive tasks by 18%.



How Can CoSchedule Help Me?

You're likely thinking right now that adding another tool to your job is the last thing you want to do.

But the truth is, CoSchedule is going replace quite a few of your existing tools and make your job a lot easier.



Let's Put an End to Last Minute Fire Drills, Shall we?

CoSchedule puts an end to fire drills in two ways –

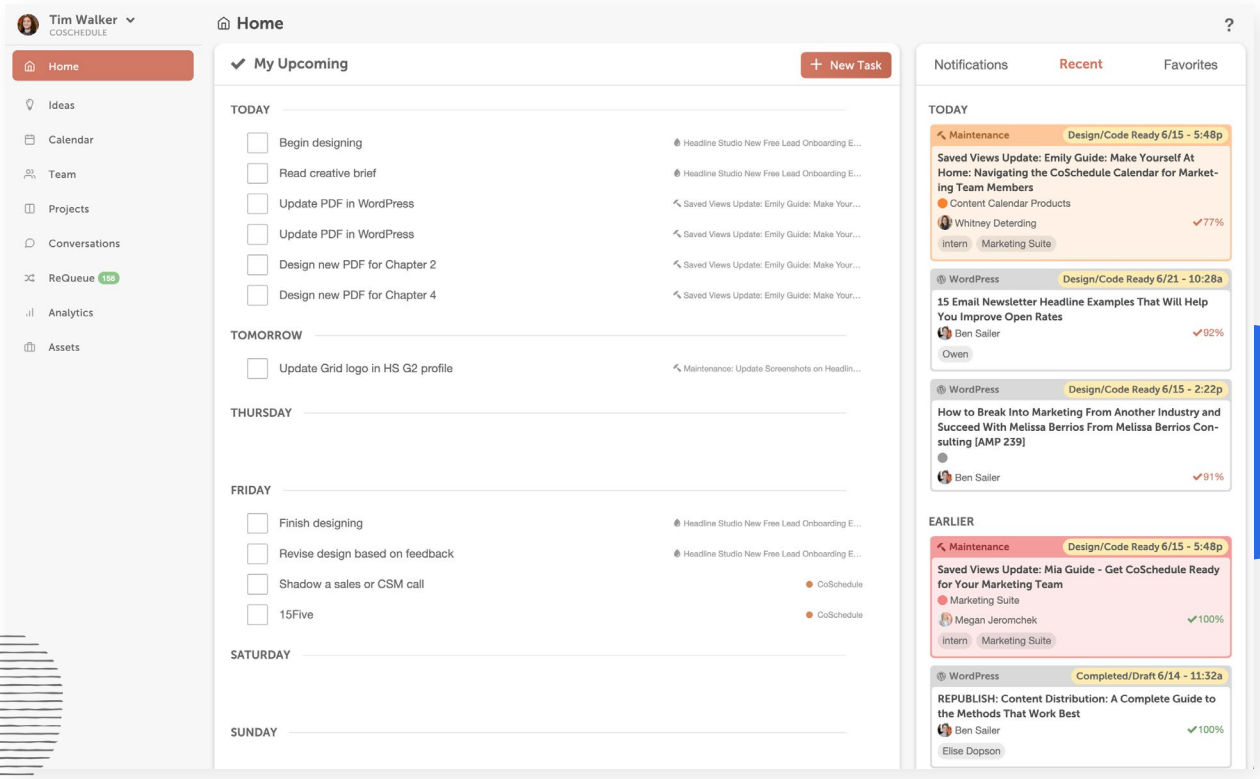
1. CoSchedule clarifies workflows and project to-do lists. Everyone's tasks are delivered on time. This means that projects won't get dropped on you to deliver last minute graphics or social media messages because someone else didn't meet their deadline.

2. CoSchedule improves communication. With CoSchedule, changes are caught in real-time and stakeholders can be kept in the loop on progress throughout the duration of the project.

Here's an example how CoSchedule helps end last minute fire drills:

The CoSchedule Home Dashboard visualizes all the tasks you have due, so everyone on your team is held accountable for their part of the project.

CoSchedule will also notify you about changes and discussions happening to all your projects in real-time.



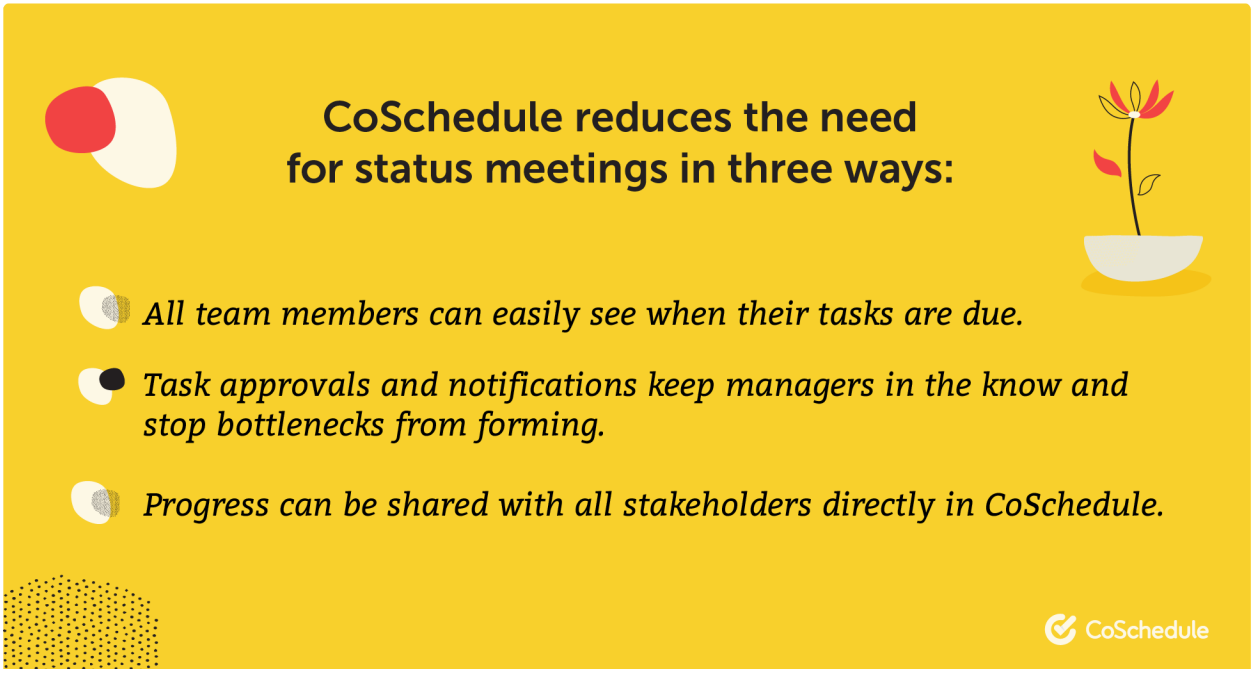
If you're not familiar with the term fire drill, here's what we mean:



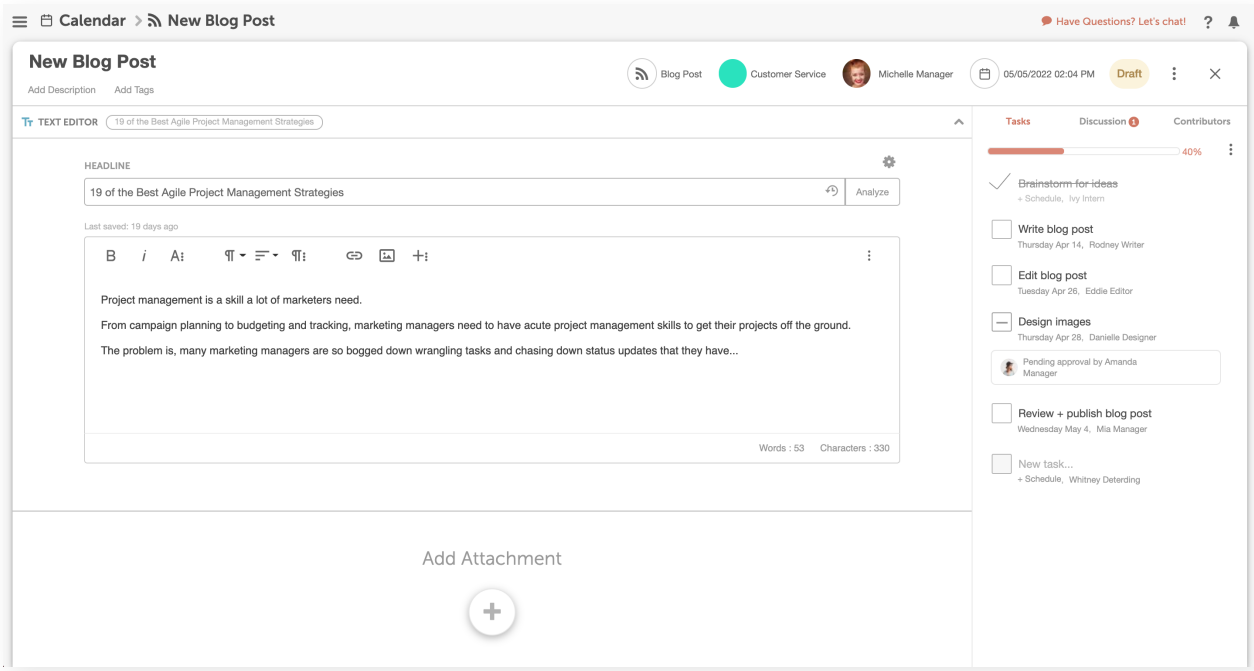
Fire drills are those dreaded, unplanned, unexpected, changes to projects that shred your to-do lists, wreak havoc on your productivity, and cause you to stay late.
No more. That ends with CoSchedule.

Stop Sitting in Pointless Meetings

The average worker spends about 5 hours per week sitting in meetings – most of which are totally unnecessary.



Below you'll see what a project looks like in CoSchedule. You can see all the content, comments, attachments, social media messages, task list, and contributors.



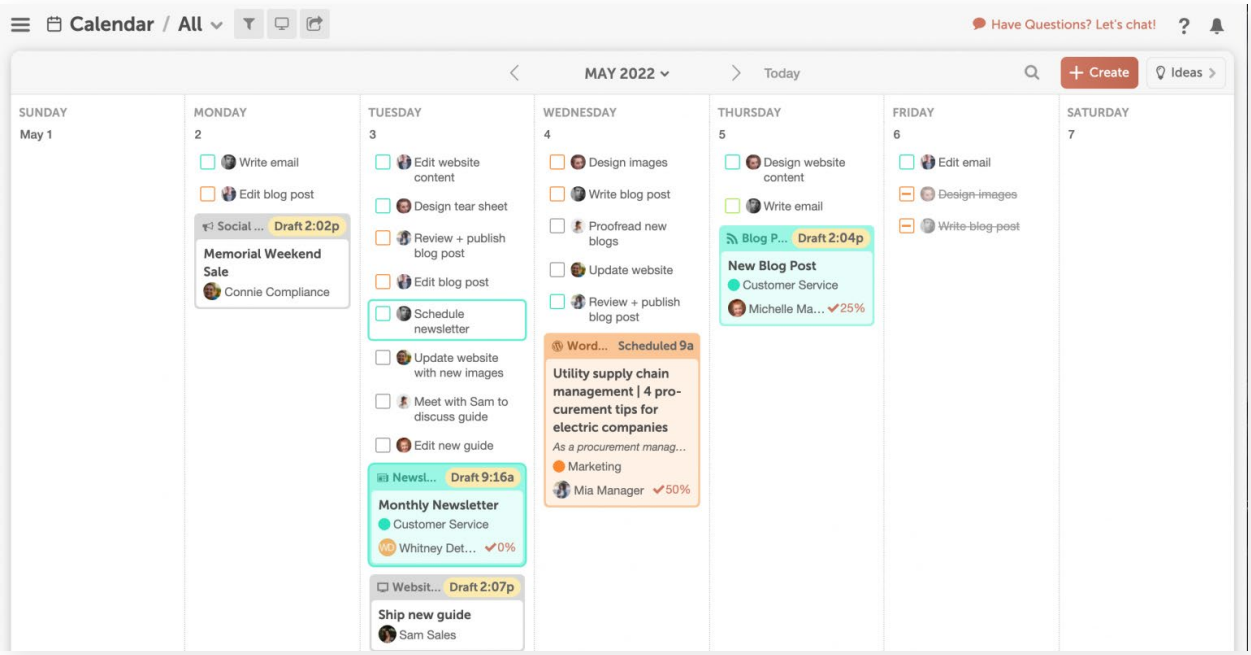
Make Unrealistic Deadlines a Thing of the Past

As it stands now, your boss doesn't have very good visibility into your workload... if any. This lack of visibility means they have no idea how busy you are or what you're working on everyday.

When your boss doesn't know what you have going on, it's easy to over promise things and set unrealistic deadlines.

CoSchedule allows your boss to see exactly what you're working on so you're never over extended or underutilized.

Here's what the CoSchedule calendar view looks like. You'll see every project, the due date, tasks, social messages... basically everything your marketing team is working on.



Clarify Expectations so You Can Get to Work

CoSchedule serves as the central hub for all your projects so you know exactly WHAT your role is, WHEN your tasks are due, and WHY the project is needed in the first place.

Have you ever had a project dropped on you where you had no idea what the purpose of the project even was?

It makes it awfully hard to deliver awesome graphics or social media messages if you don't have a clue why you're producing it in the first place.

This usually results in a time consuming hunt and a lot of back and forth to figure out what is needed from you.

CoSchedule is the place you'll turn to from now on –

- No more dropped balls.
- No more asking yourself, "Wait what?! I didn't know that task was due yesterday..."
- No more missing puzzle pieces.

