Take Control of Your Process With Your CoSchedule Calendar

CoSchedule



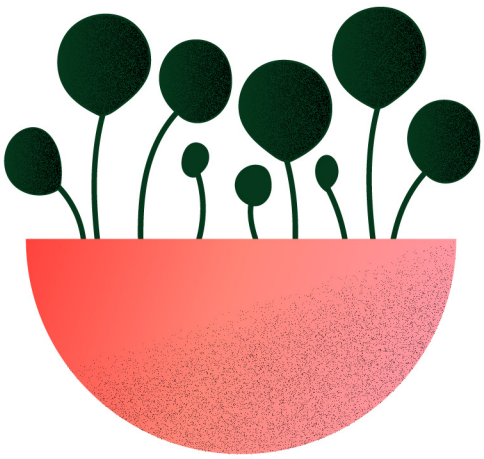
In This Lesson

Change The Status Of A Project

Choose Your Color Labels

Apply Color Labels To Your Marketing Calendar

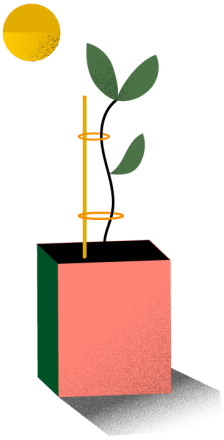
Bonus Step: Apply Additional Metadata To Your Projects



Core Concept: Get Your Process In Order

When you suffer from a lack of process, it can feel like your to-do list & projects are out-of-control.

It feels impossible to define your priorities or know when projects will be done. In this chapter, you'll learn how to use your CoSchedule Marketing Calendar to get a solid marketing process in place.



What is this guide?

This lesson will walk you through how to use CoSchedule Marketing Calendar to see all your projects & social messages on a single calendar.

Who is this guide for?

Marketers who wear many hats and struggle to coordinate their marketing work as their task list grows.

Change The Status of a Project

The Project Status shows what you are working on, and when it will be published. This helps you prioritize your work, and keep things from going live before you are ready.

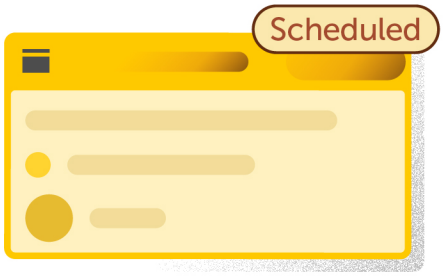
There are four statuses in your Marketing Calendar:



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.

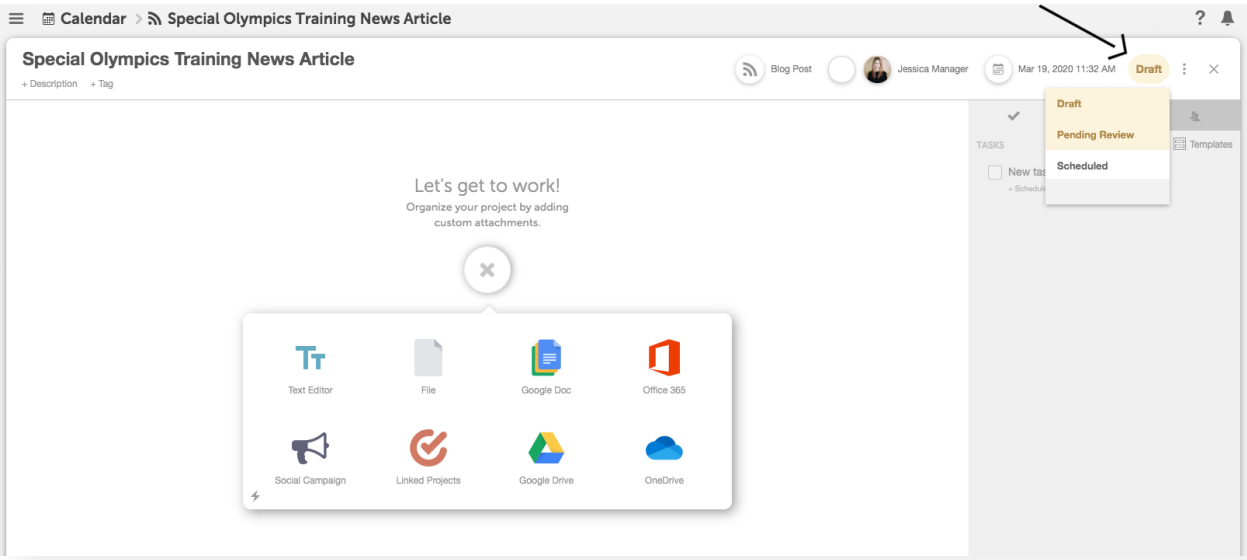


Published - Had been published, sent, or is live on your website/social media channels. Best used to mark which projects have been fully completed by your team.

To change the status of a project:

1. The Project Status shows what you are working on, and when it will be published. This helps you prioritize your work, and keep things from going live before you are ready.

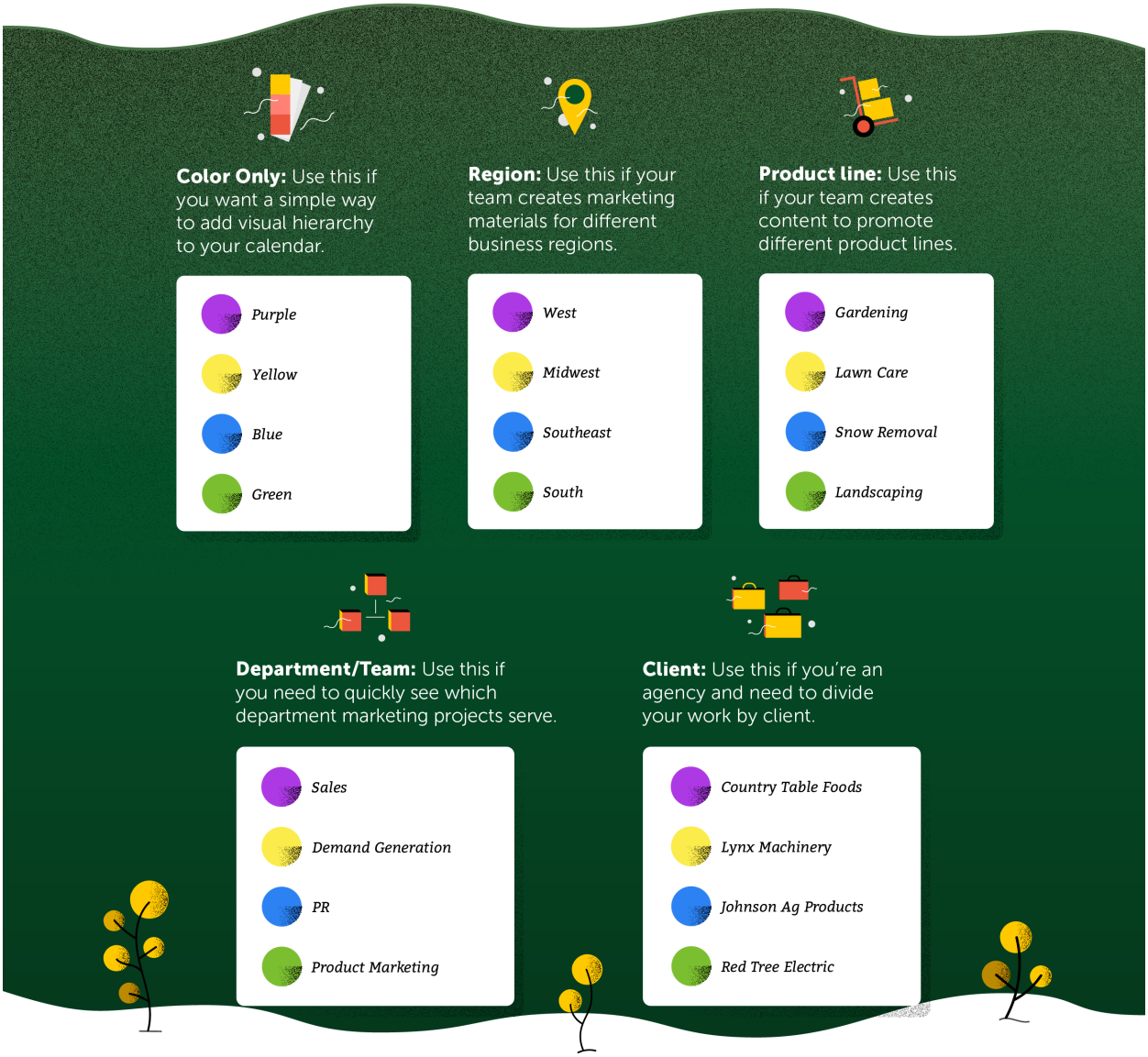
2. There are four statuses in your Marketing Calendar:



Choose Your Color Labels

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 of the most common ways people use them:



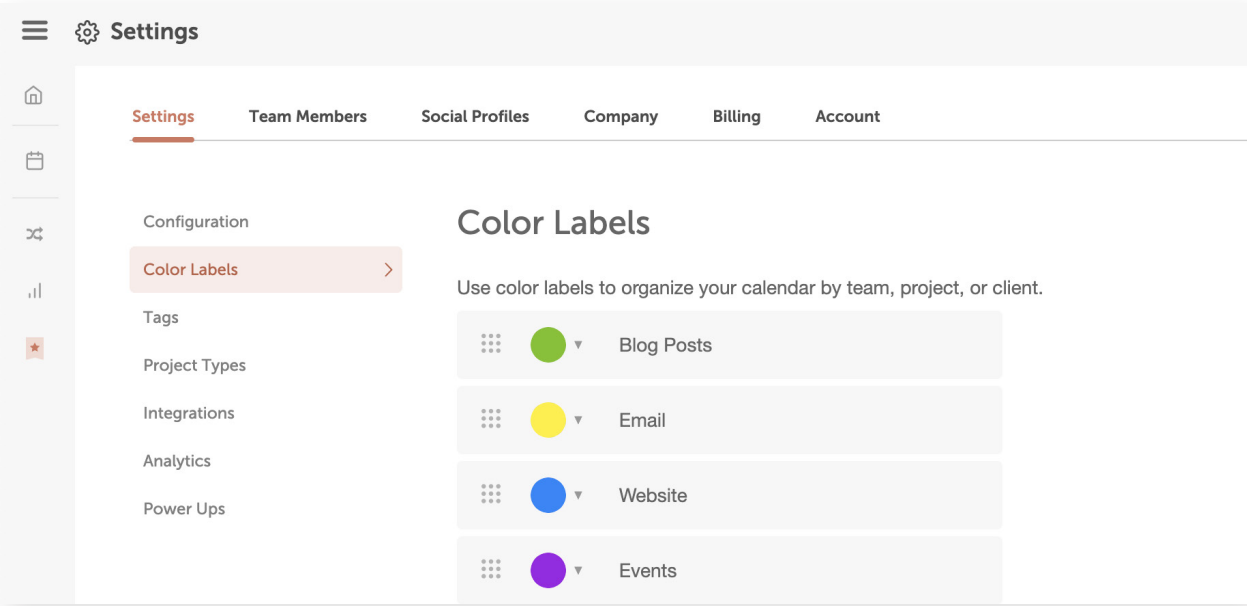
Onboarding Milestone: Customize Your Calendar

Apply Color Labels To Your Marketing Calendar

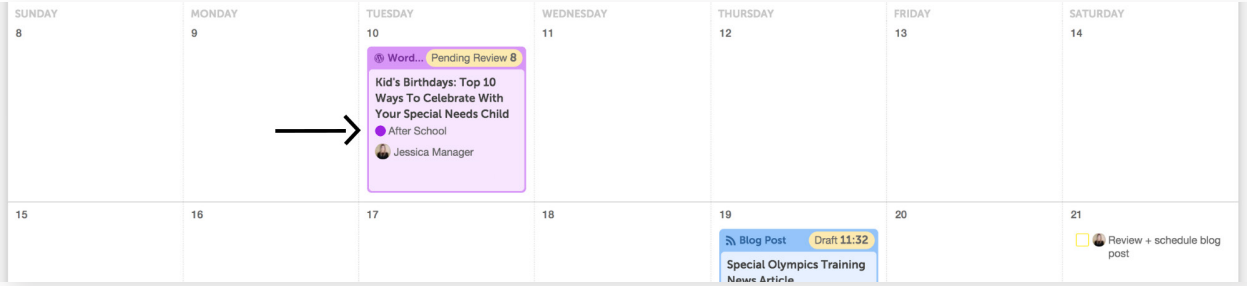
To set up color labels:

1. Click the Settings button in the left-side panel.

2. Select Color Labels from the menu list under Settings.

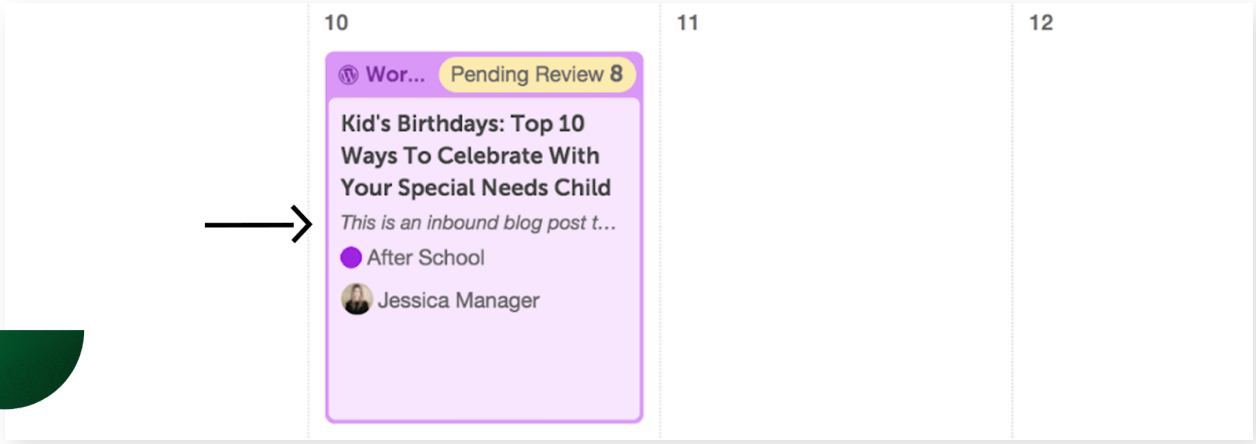


After you've set up color labels, you can apply them to your projects to visually distinguish between different projects on your calendar.



Descriptions

Use Project Descriptions to add more context or details to a specific project's Project Card. This helps you quickly know an important summary of your project.



Descriptions can be added by clicking "More Options" when creating a new project or below the project name within a project card.

Start Implementing Your New Marketing Process

GO TO MY CALENDAR

