Chapter 4:

Keep Everything in One Place with Projects

CoSchedule



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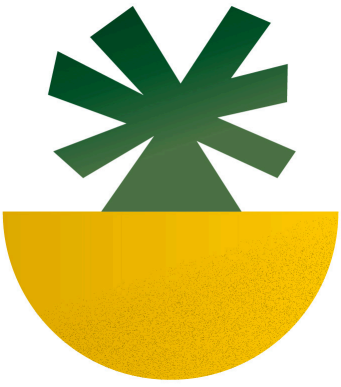
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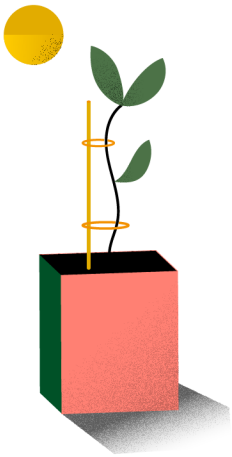
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Core Concept: Keep Everything in One Place With Projects

Projects in Marketing Calendar 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 out of planning your marketing projects in your Marketing Calendar.



What is this guide?

This lesson will walk you through tips and tricks to organize & execute your marketing projects in Marketing Calendar.

Who is this guide for?

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

Get Started With Project Attachments

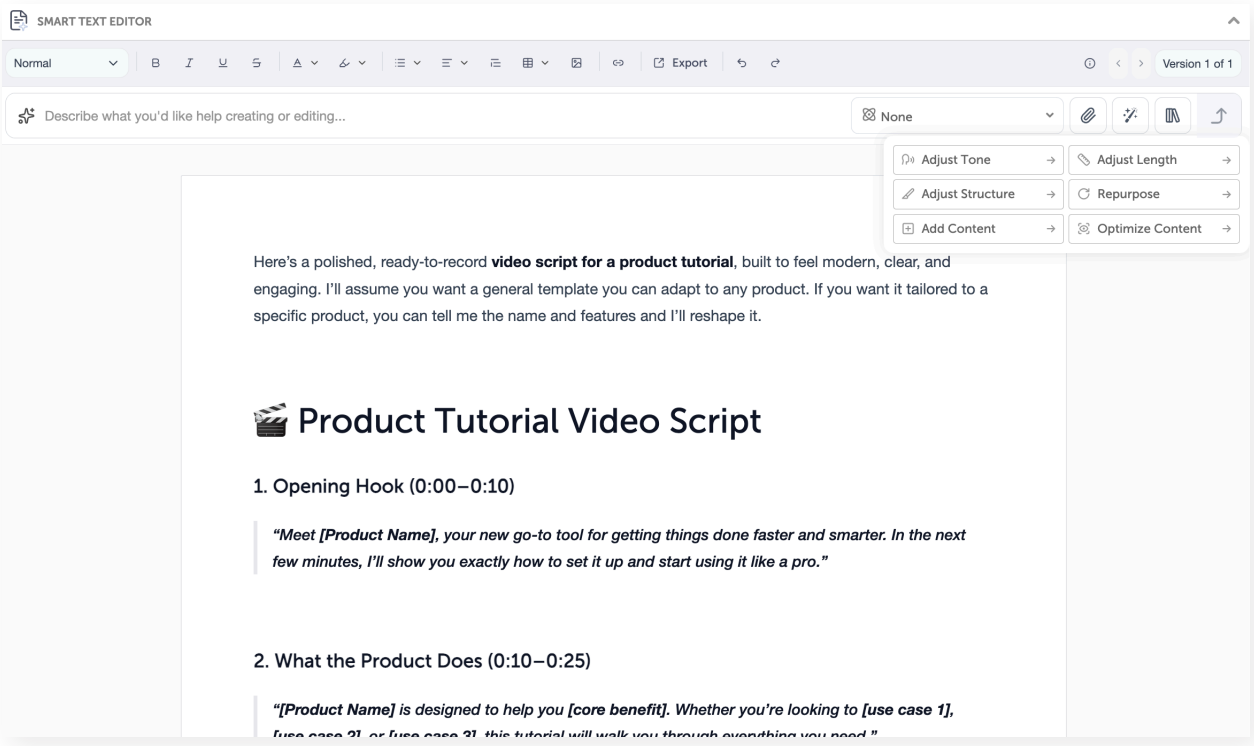
When you open a project on your calendar, you'll see a list of attachments pop up. Attachments make it easier to execute your projects by keeping everything in one place.

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

Smart Editor - AI-Powered Writing & Editing

Smart Editor is an AI-powered writing and editing workspace built into your CoSchedule project.

Generate first drafts instantly, refine messaging with AI assistance, view version history, collaborate seamlessly, and move from rough ideas to polished, publish-ready content faster than ever.





Pro Tip:

We're helping you create better content. Use CoSchedule's SEO Enhancer or Compliance Checker directly from the Smart Editor. Simply click the side bar buttons to analyze and optimize your content.

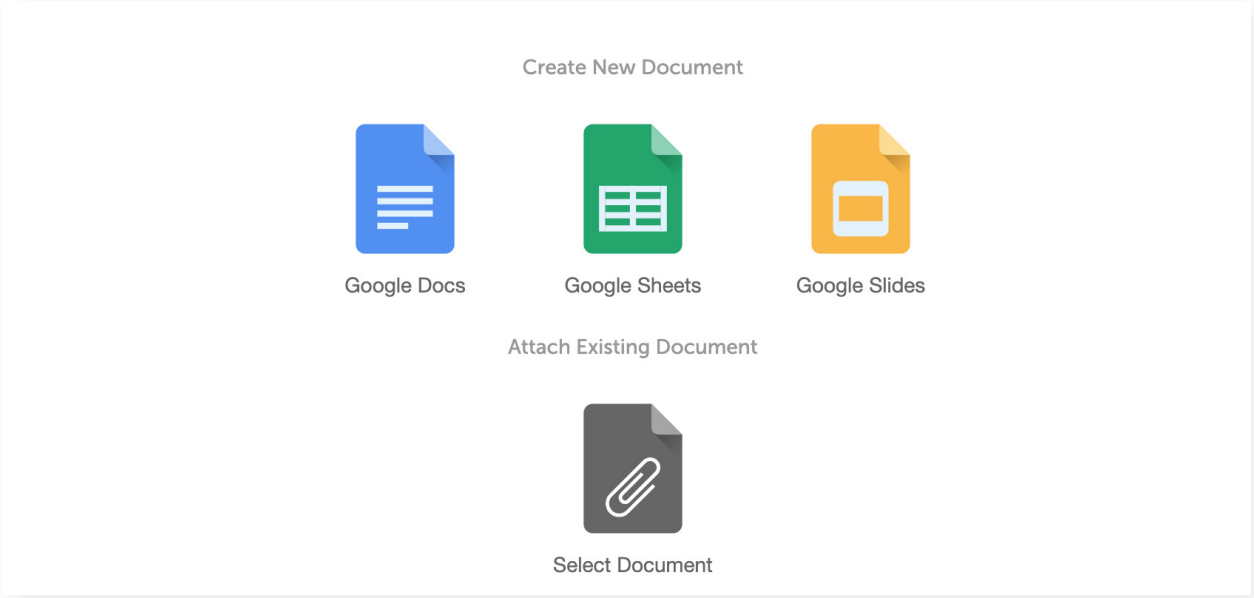
Include All Related Assets & Files

Attach files to keep a project's supporting documents in one place. There are a few different ways you can attach files to your marketing projects in your calendar.

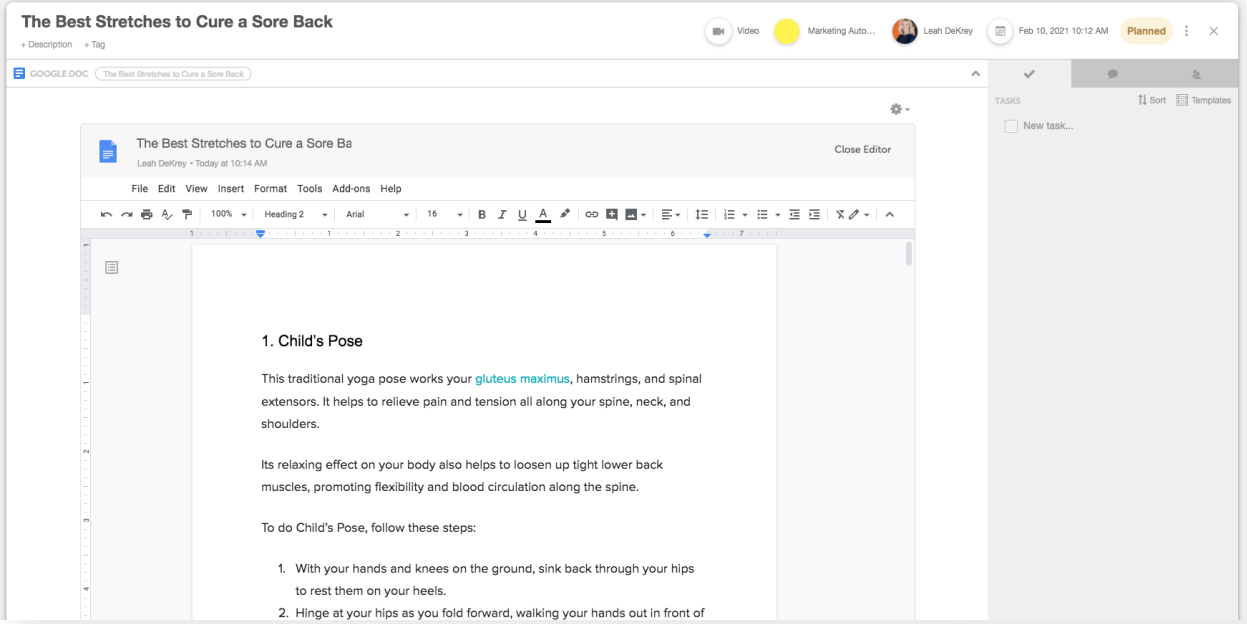
1. **File** - This allows you to attach a file directly from your computer's hard drive.
2. **Google Drive** - This allows you to attach a file from your Google Drive account.
3. **One Drive** - This allows you to attach a file from your Microsoft OneDrive account.

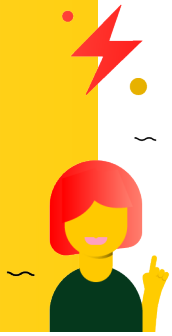
Compose Content With Google Docs

Select a Google content option to create a new document in your Google Drive without having to leave Marketing Calendar. 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 project. This unlocks all the features of the Google Doc editor without having to open another tab.





Pro Tip: Convert Content To A WordPress Blog Post

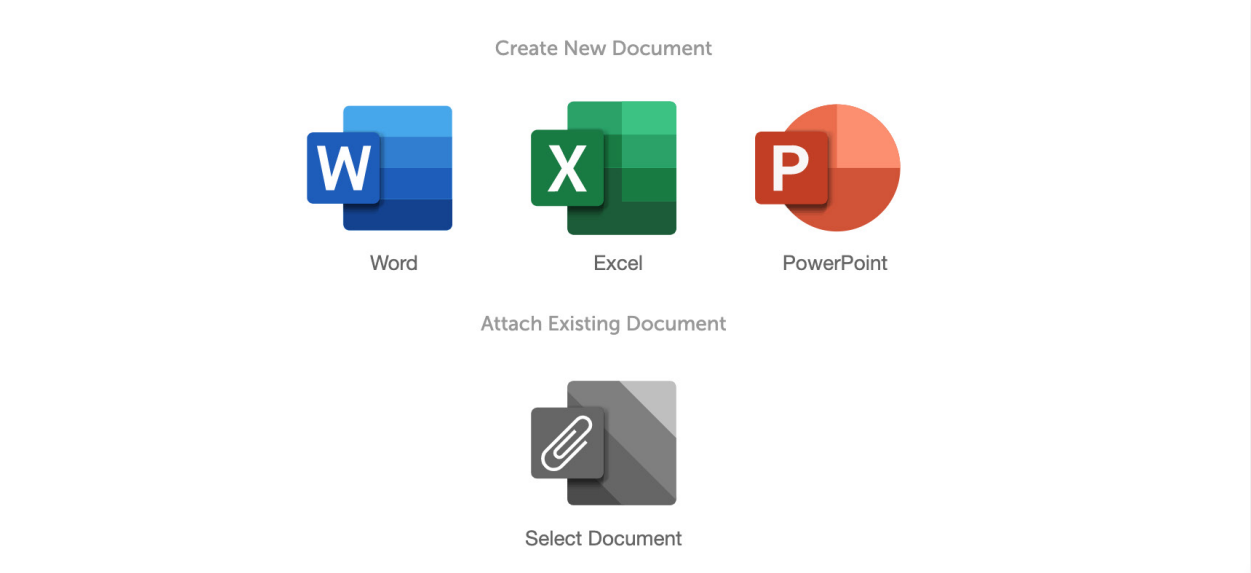
Click the gear after you’ve added a Google Doc or text editor attachment to convert the content to a WordPress blog post. CoSchedule will grab all the images, text, and links and automatically create a post over in your WordPress account.

Attach Office 365 Documents

Office 365 attachments function 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.

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.

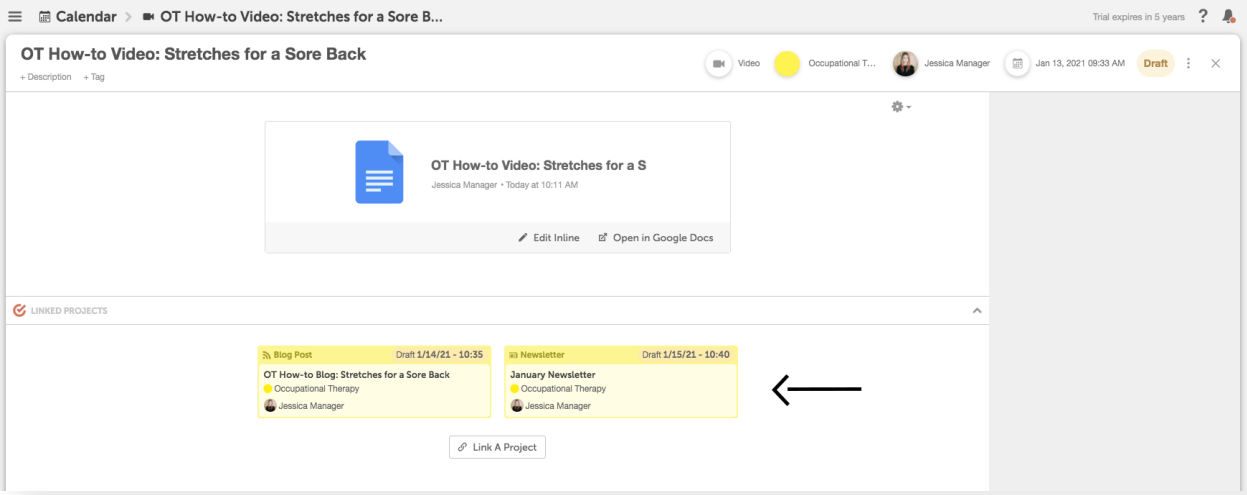


Group Related Marketing Projects Together As A Campaign (Linked Projects)

Add a Linked Project to connect two or more projects that either support one another or 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



Link projects together to easily find and reference projects that work toward the same goal.

Make Social Messages Part Of The Content Creation Process

As we discussed in Chapter 3, Marketing Calendar 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.

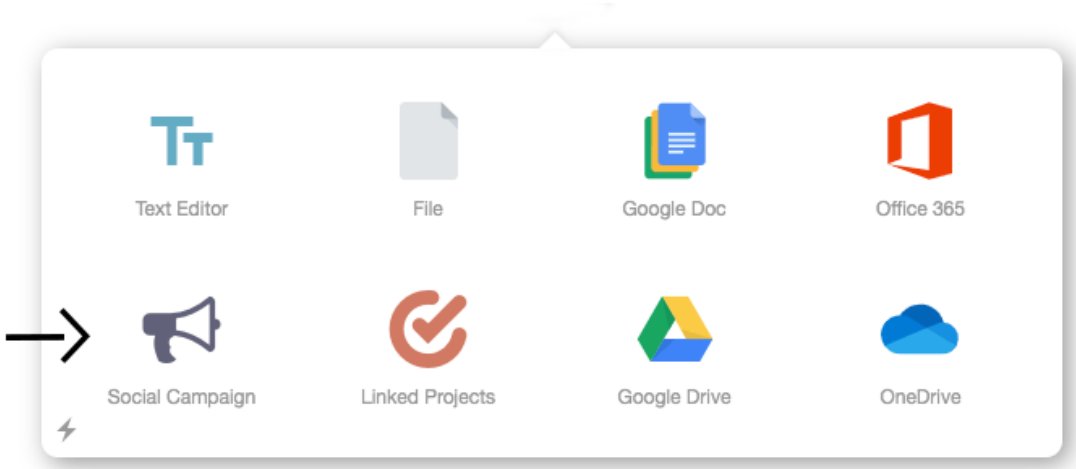


Pro Tip:

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.

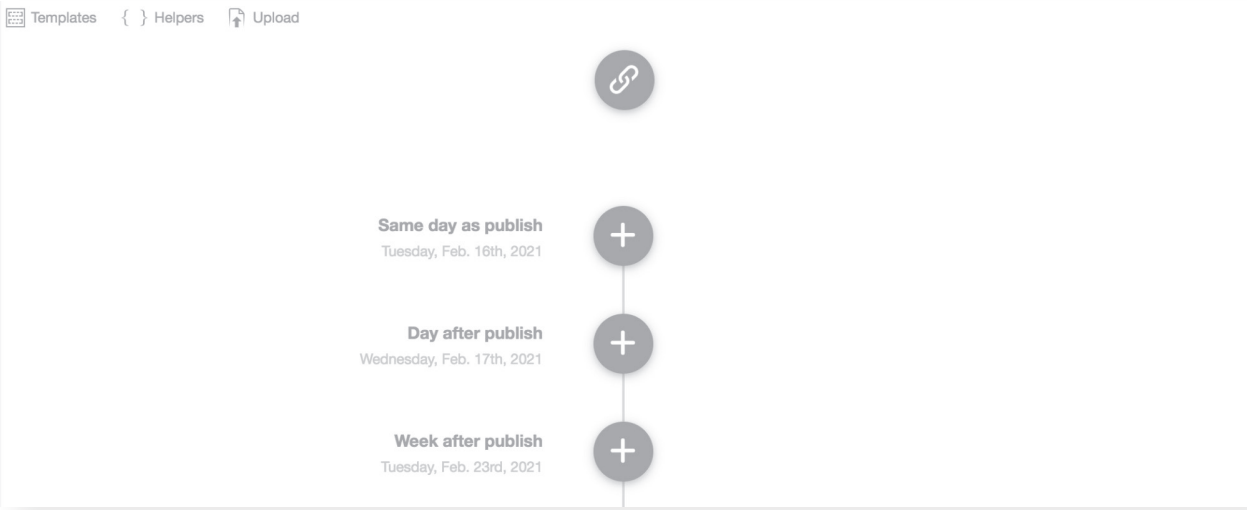
Here's a reminder on how to add a Social Campaign to a marketing project.

1. Choose the attachment option that says "Social Campaign".



2. Click the plus sign on a day you'd like to schedule a social message.

3. Use the social composer to create your social message.



Head Over to Your Calendar to Add Some Attachments

GO TO MY CALENDAR

