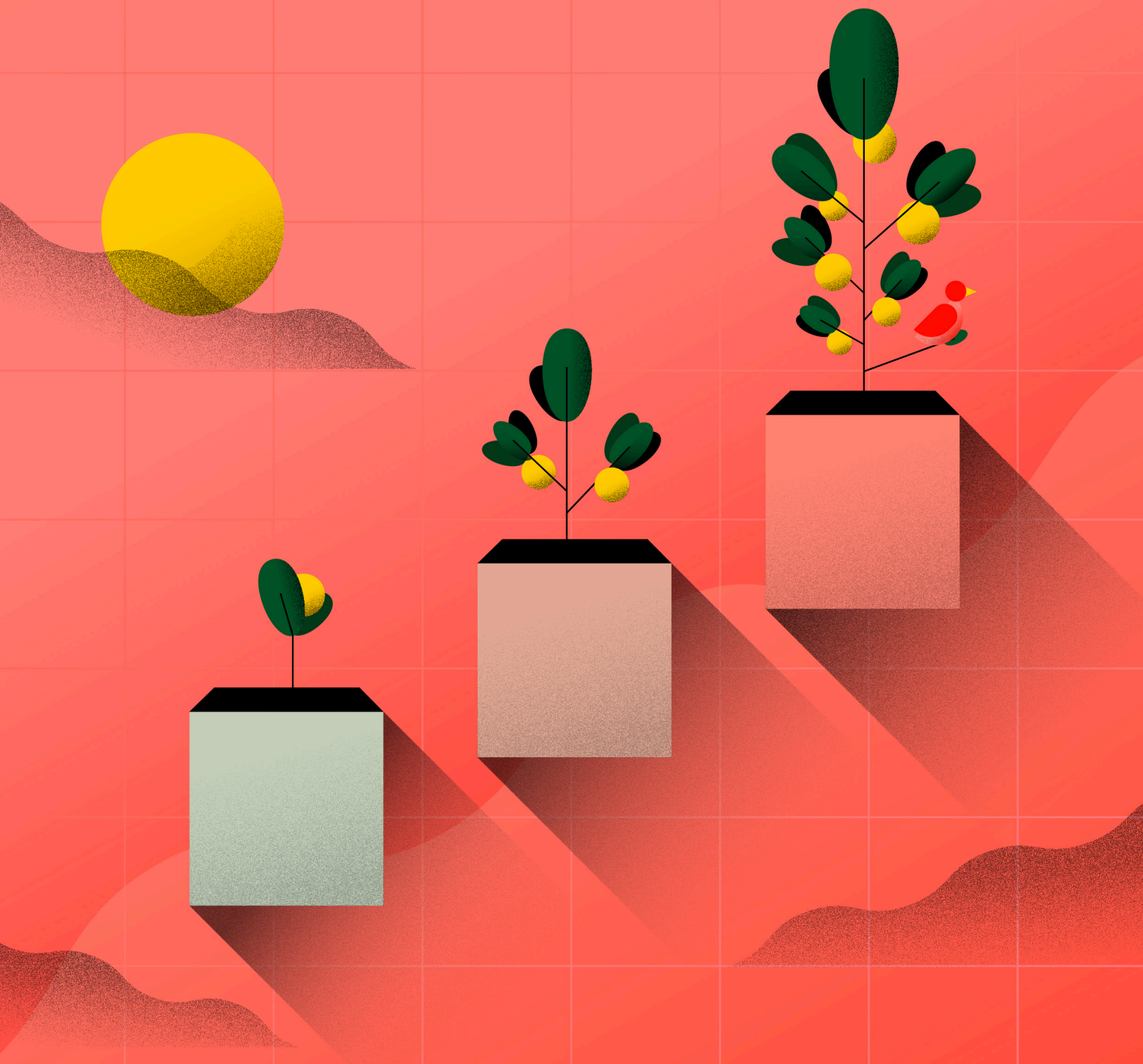
Chapter 1:

Build Your Own Ideal Marketing Calendar

CoSchedule



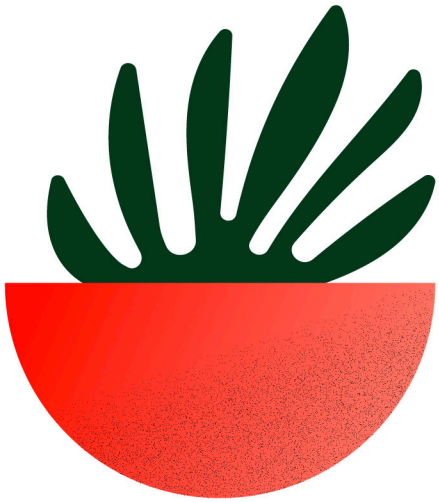
In This Lesson

Putting The Concepts Into Practice

Step 1: Add a Project to Your Calendar on the Publish Date

Step 2: Give Your Project A Name

Step 3: Add Your Integrations

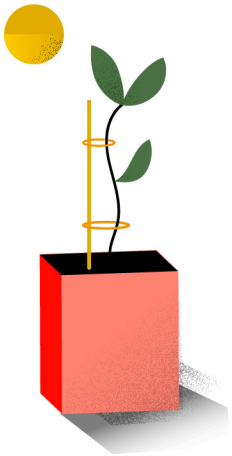


Putting The Concepts Into Practice

By now you should have a good understanding of how CoSchedule is going to help you get your marketing under control.

Now the fun begins.

You're going to learn step-by-step, how to build your own marketing calendar and put an end to the overwhelming feeling that is your current marketing situation.



What is this guide?

This lesson will walk you through how to build your Marketing Calendar.

Who is this guide for?

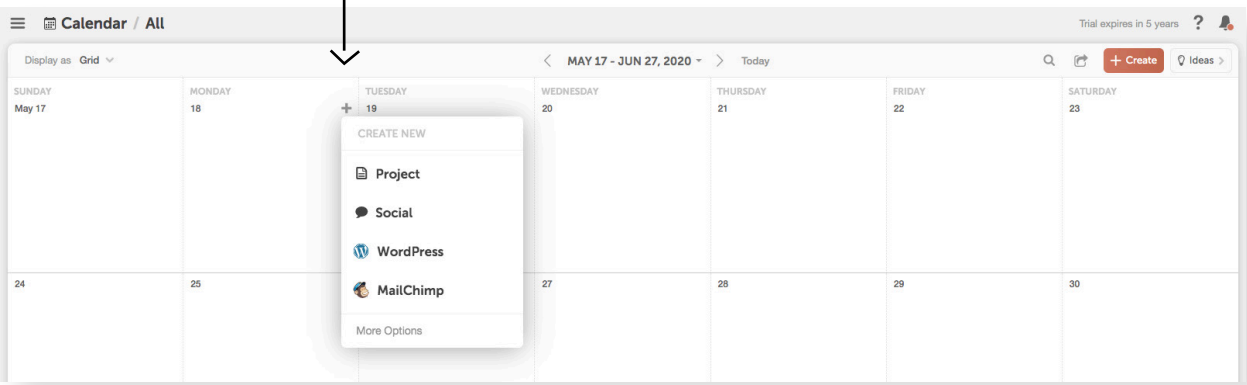
Marketers who are wearing many hats and are struggling to formalize a marketing process as their responsibilities grow.

Step 1: Add a Project to Your Calendar on the Publish Date

The first thing you need to do is add every project to your marketing calendar from now on.

Think of an upcoming blog post, newsletter, event, etc. that you are currently working on. Add it to your calendar on the day you want it to go live or publish.

TO DO: Click the plus sign on the project's go live or publish date. Then choose the project type from the drop down.



Here's a quick cheat sheet for when to choose each project type.

Project: Use if you want to create...

- Blog posts.
- Videos.
- Events.
- Website Content.
- Newsletters.
- etc.

Social: Use if you want to create...

- Single social media messages.
- Multiple social media messages in a campaign.

Wordpress: Use if you want to create...

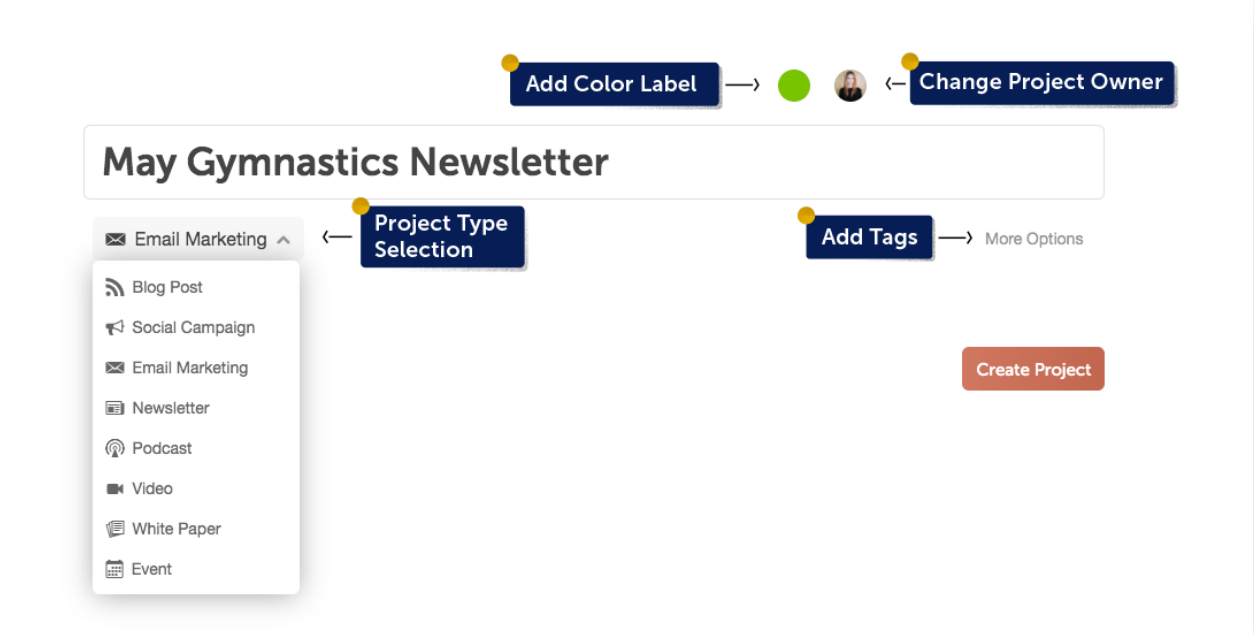
- A blog post that also appears in WordPress.

MailChimp: Use if you want to create...

- An email that also appears in MailChimp.

Step 2: Give Your Project A Name

After you've clicked the plus sign on the publish date, give your project a name and choose from the dropdown list to add the project type.

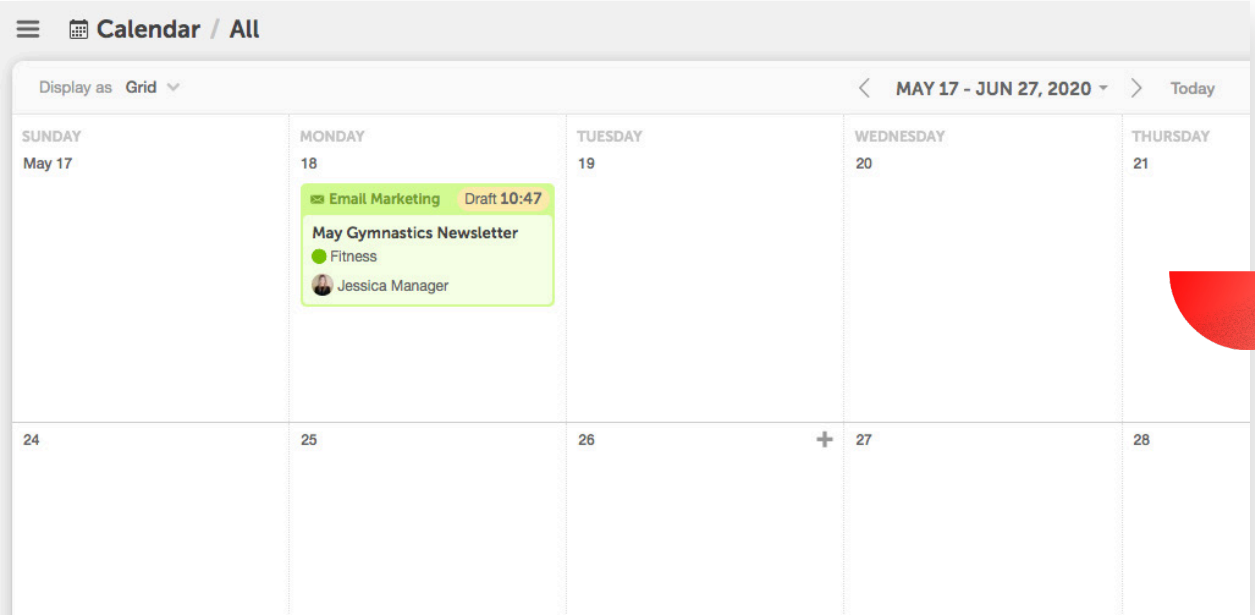


Tip

You can also...

- Change the project owner by clicking your image.
- Add a color label by clicking the circle next to your image.
- Add other metadata like tags under "more options".

You'll see the project you just created on your calendar. The project card tells you all the details you just filled out like the project name, owner, and project type.



Continue adding planned marketing projects to your calendar to build visibility into everything going on with your marketing team.



Getting Started Challenge: Try to add a month's worth of planned projects to your calendar.

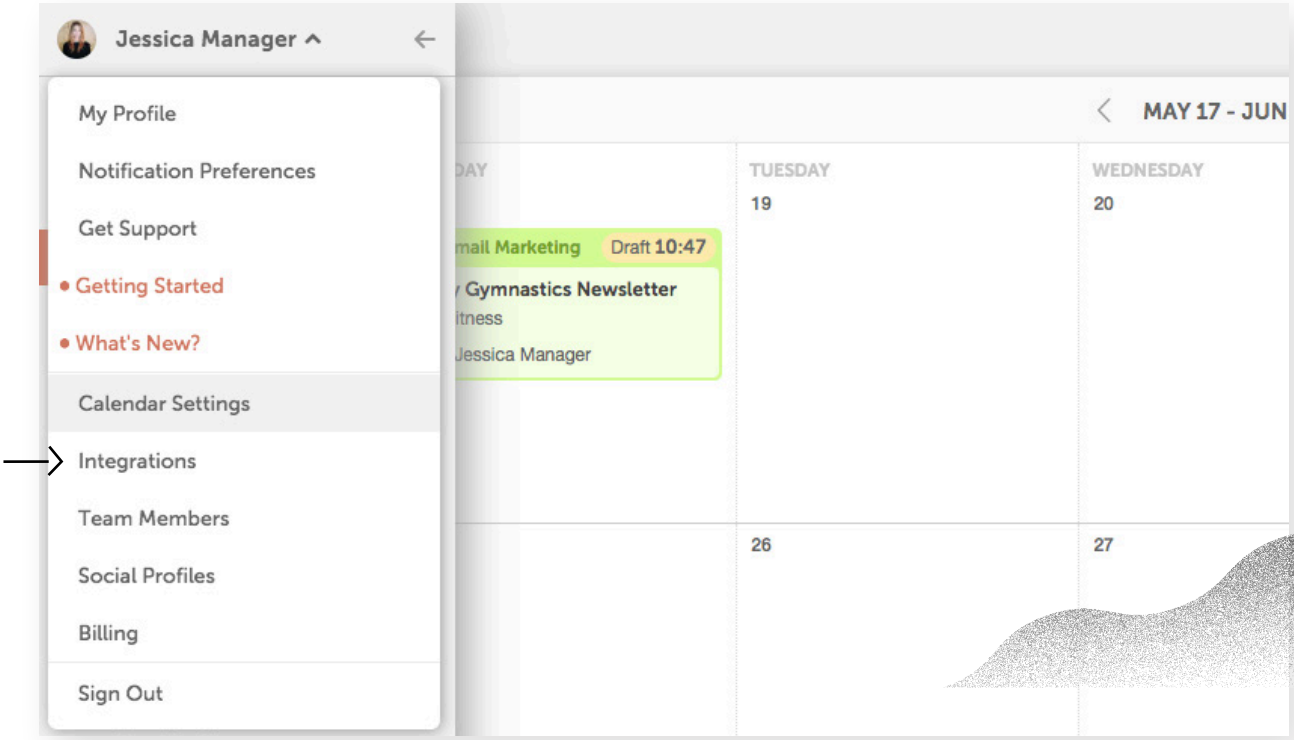
Step 3: Add Your Integrations

The three most used integrations include WordPress, Email Marketing platforms (like MailChimp), and Social Media channels.

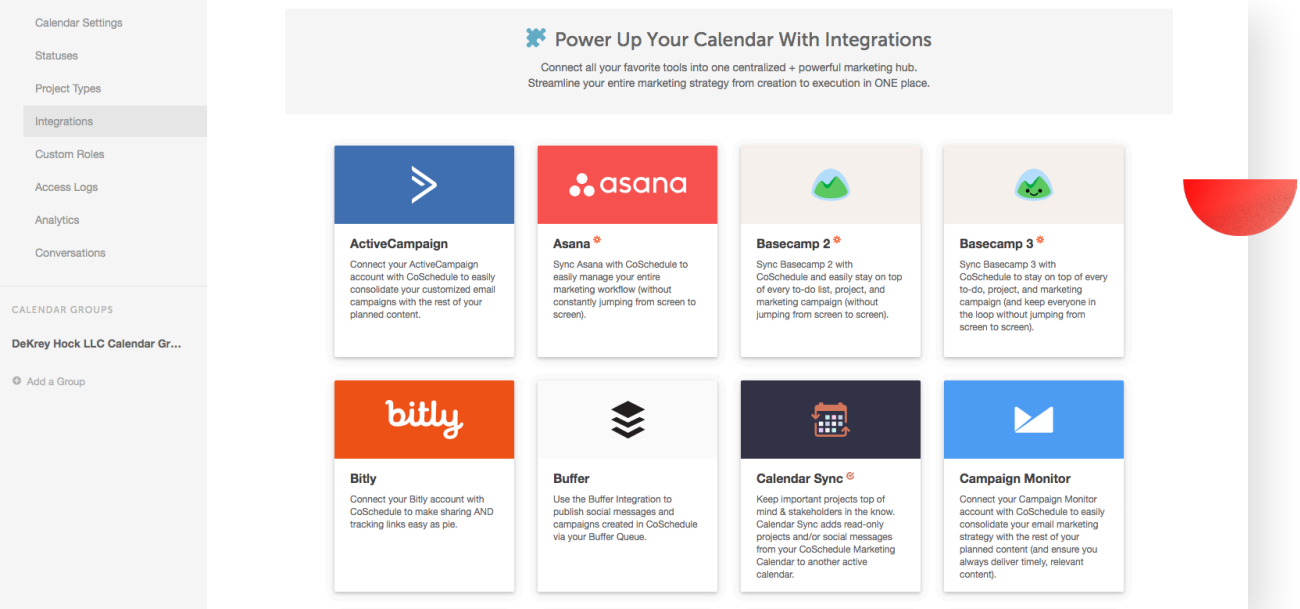
It's recommended that you set up all three, if applicable.

To add an integration:

1. Click the hamburger menu in the top left-hand corner.
2. Toggle down your name.
3. Choose integrations.



Then choose the integrations option from the left-hand menu.



Once your integrations are set up, everything you do outside of CoSchedule will be synced to your calendar – which means you don't have to waste your time duplicating work.



Getting Started Challenge:

Try to connect three integrations to CoSchedule.

Add a Project To Your Marketing Calendar

GO TO MY CALENDAR

