CoSchedule

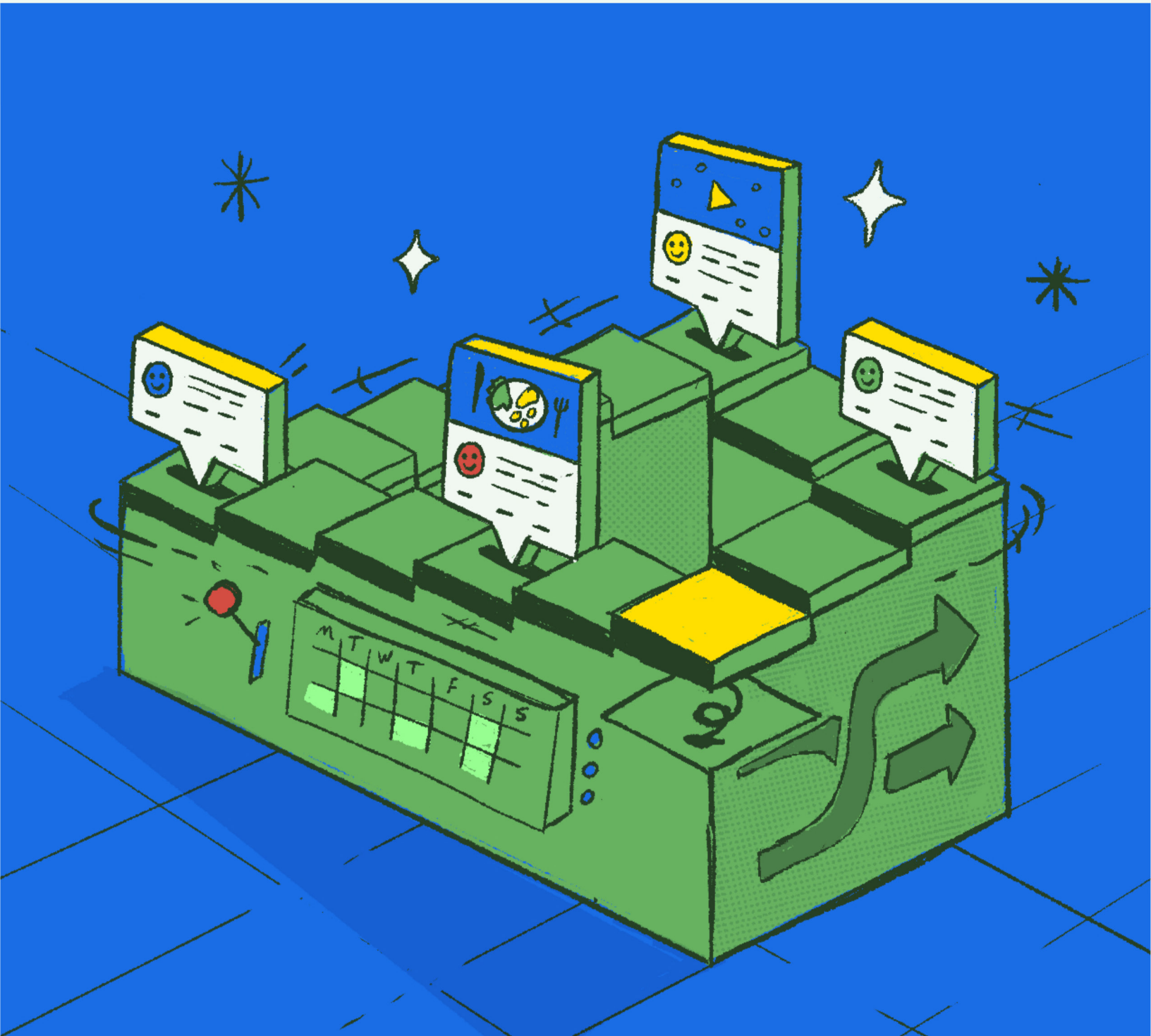
ReQueue

Implementation

CHAPTER 2

Save Time By Automating Repeating Promotions

On A Set Schedule



In This Lesson

- **Why should you automate social messages on a set schedule using ReQueue**
- **Step 1: Create a Placeholder Group**
- **Step 2: Add messages to Placeholder Groups**
- **Step 3: Review your Placeholders to round out your social schedule**

In the previous implementation chapter, you learned how to set up ReQueue to promote your best evergreen blog posts.

But what if you could automate your recurring promotions, too?

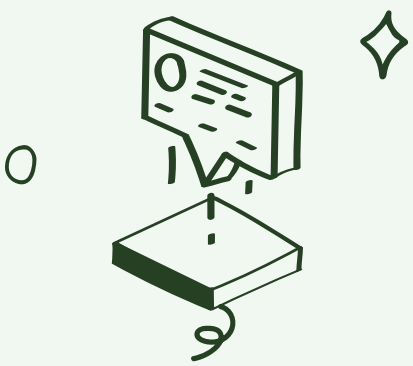
In this Implementation Chapter, you'll learn how to use Placeholder Groups to have more control over your publishing dates & times using ReQueue.

What is this lesson?

In this lesson, you'll learn how to create & set up Placeholder Groups in ReQueue to automate your repeating social media promotions, like Taco Tuesday or Motivation Monday.

Who is this guide for?

Marketers who are responsible for creating, publishing, and managing social media profiles.



Why you should automate social messages on a set schedule using ReQueue

Create Placeholder Groups to put your repeating promotions on autopilot. You can publish recurring messages at the frequency you want (daily, weekly, or monthly). ReQueue will publish these messages consistently for you, so you don't have to worry if that promotion went out even when things get busy or you're out of the office.

Not sure what social media promotions you would add to a Placeholder Group?

Here are some examples of repeating promotions:



Ongoing promotion for recurring events - *Twitter Chat invites, weekly Instagram Lives, etc.*



Episodic video promos



Motivation Monday or Throwback Thursday



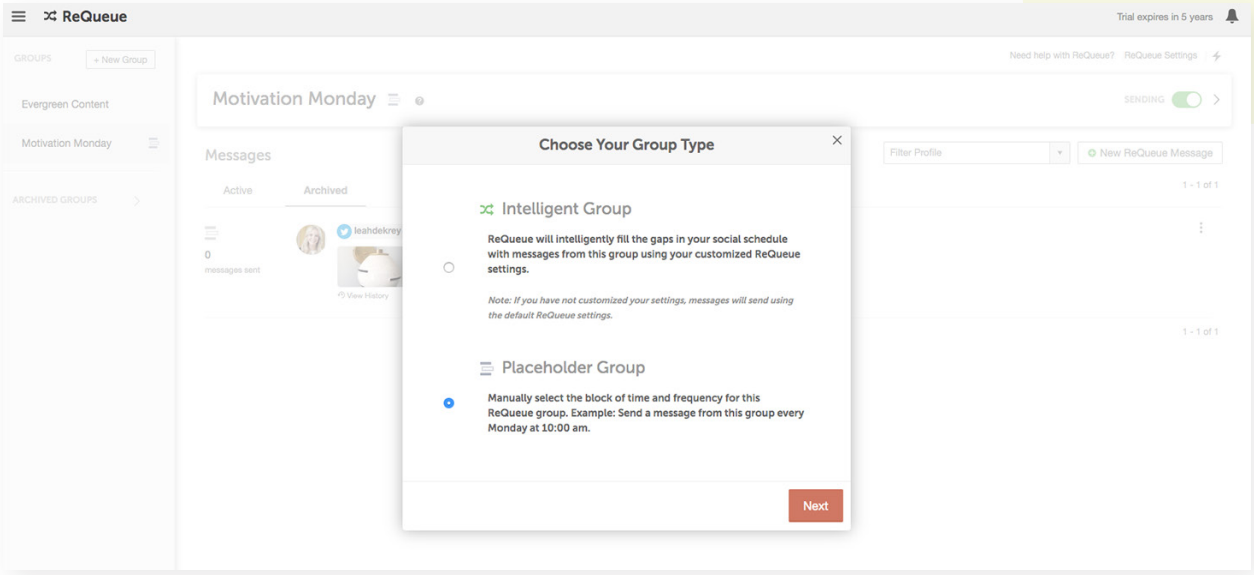
Daily/weekly sales or specials, like your daily happy hour deals

Think about what repeating promotions you currently publish manually every day, week, or month.

Have something in mind? Let's build your first Placeholder Group to automate these promotions for you!

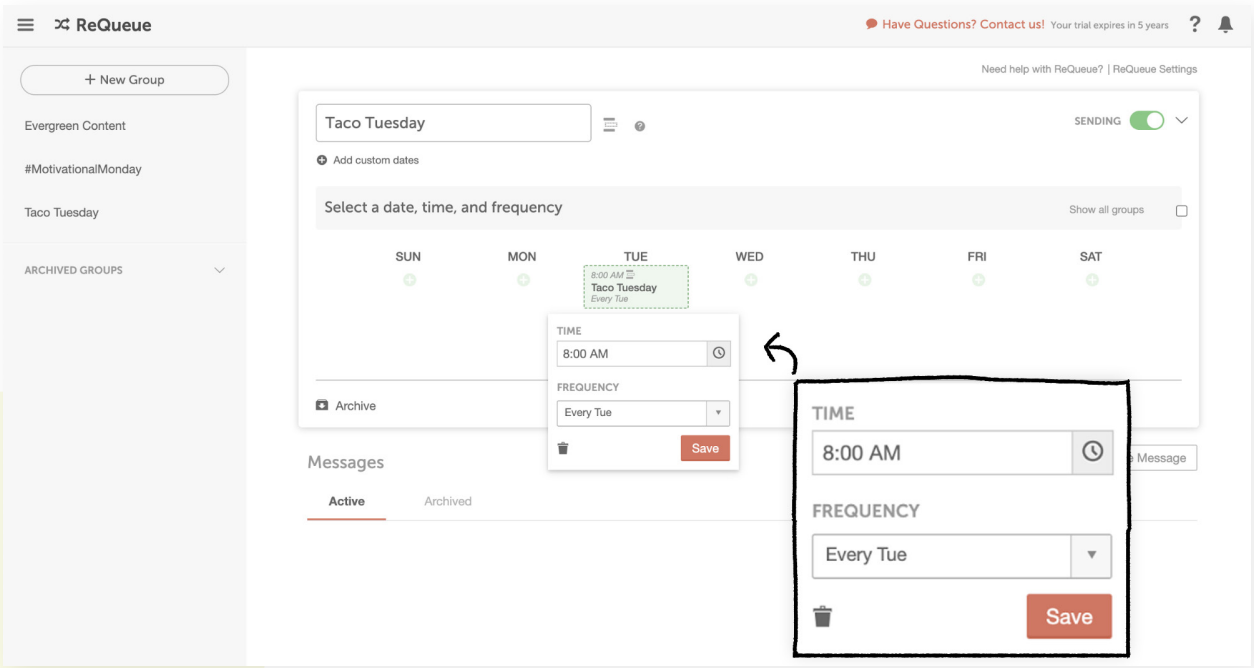
Step 1: Create A Placeholder Group

To get started creating a ReQueue Placeholder Group, Click the "+ New Group" button in the top left-hand on your ReQueue page. Then choose the "Placeholder Group" option on the pop-up.



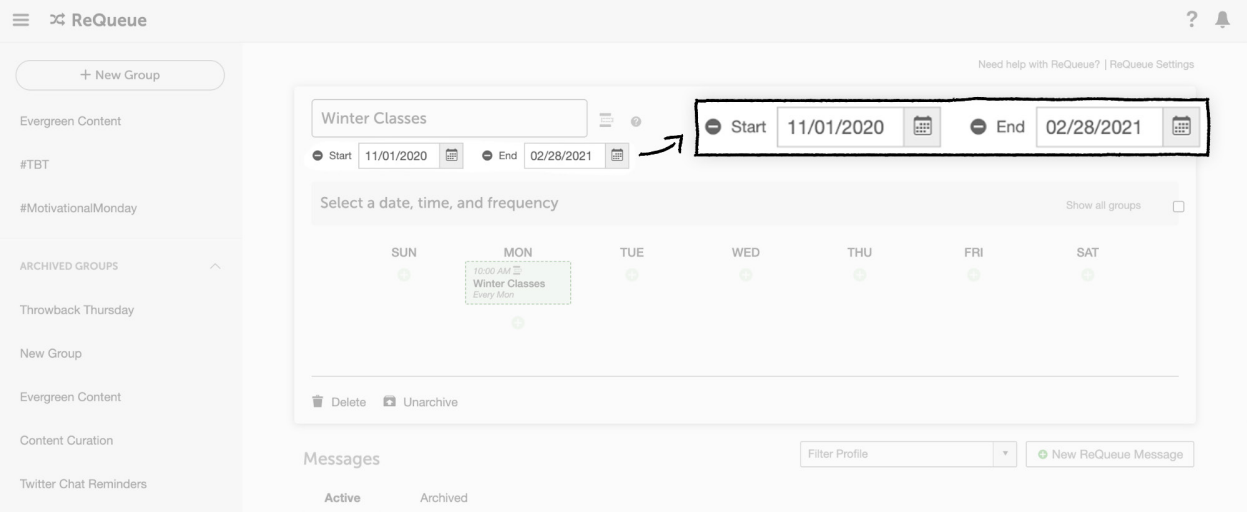
Give your group a name. Ideally, this would be the name of your recurring promotion (Taco Tuesday, for example).

Then choose the day and time you want your messages from this group to publish. In this example, you'll choose every Tuesday at 8:00 AM.



If you have repeating promotions that are only available for a limited time, you can define start & end times for your Placeholder Groups.

ReQueue will stop publishing social messages from this group for you on the end date.

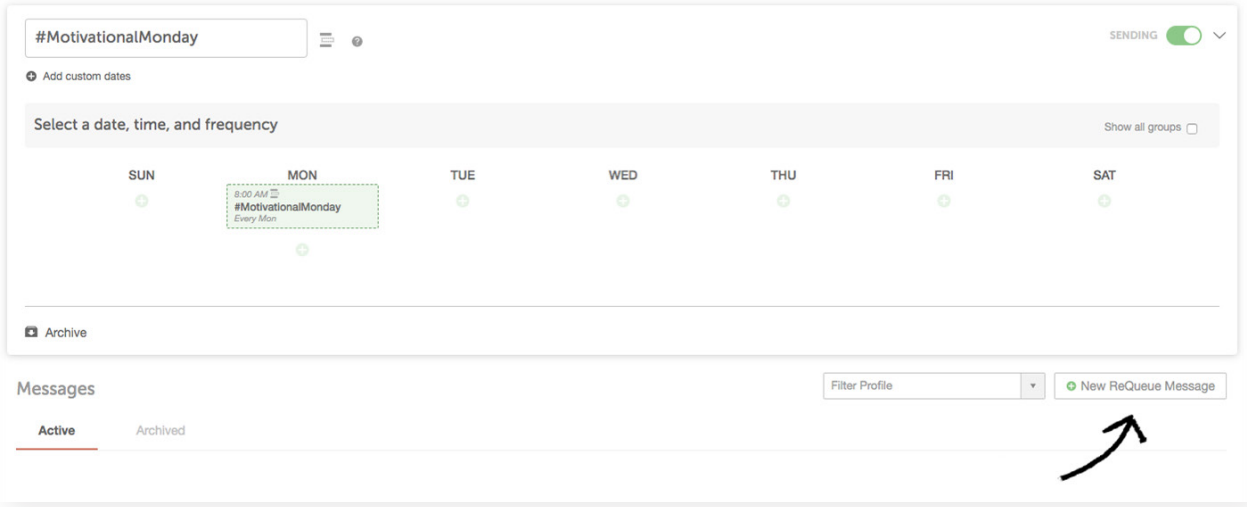


We recommend setting start & end dates when creating Placeholder Groups for limited-time promotions like summer recipes, winter classes, holiday sales, or other seasonal promotions.

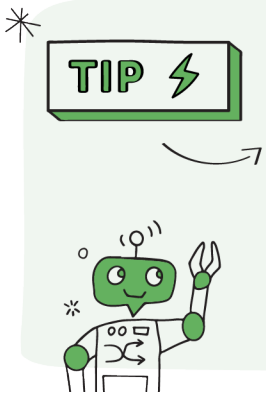
Step 2: Add messages to Placeholder Groups

Now that you've created your group, it's time to add messages.

Start adding new messages directly to this group by clicking the "New ReQueue Message" button.



We recommend adding at least 12 new messages to this folder to start. This will give you 3 months of recurring content if you're sharing messages from this group once per week.



Feeling ambitious? Adding **26 total messages** would give you enough recurring content to populate your channels with #MotivationMonday messages for the **entire year**. Keep in mind, each social message would be posted 2x per year with this setting.

Here are 12 motivational quotes you can copy/paste directly into your #MondayMotivation ReQueue Group:

1. "Don't Let Yesterday Take Up Too Much Of Today."-Will Rogers
2. "If You Are Working On Something That You Really Care About, You Don't Have To Be Pushed. The Vision Pulls You." -Steve Jobs
3. "Failure Will Never Overtake Me If My Determination To Succeed Is Strong Enough." – Og Mandino
4. "We Generate Fears While We Sit. We Overcome Them By Action."-Dr. Henry Link
5. "Whether You Think You Can Or Think You Can't, You're Right." -Henry Ford
6. "Do What You Can With All You Have, Wherever You Are." -Theodore Roosevelt
7. "To See What Is Right And Not Do It Is A Lack Of Courage."-Confucius
8. "A Clear Vision, Backed By Definite Plans, Gives You A Tremendous Feeling Of Confidence And Personal Power." -Brian Tracy
9. "If you do what you always did, you will get what you always got."
10. "No one can make you feel inferior without your consent." -Eleanor Roosevelt
11. "What seems to us as bitter trials are often blessings in disguise." -Oscar Wilde
12. "Success is the sum of small efforts, repeated day-in and day-out." -Robert Collier

Here's a list of more recurring content themes & ideas you can build your ReQueue groups around.

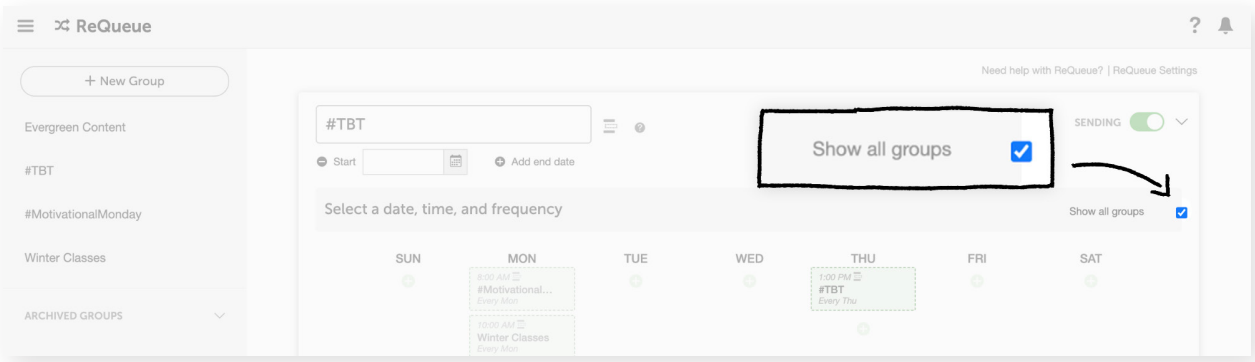
ReQueue Group Examples

- *Weekly Recipe Meal Planning*
- *Weekly Fitness Class Schedule*
- *Mexican Food Monday*
- *Weekly Lunch Specials*
- *Fitness Move of the Week*
- *Weekly YouTube Video Release Promo*
- *#MondayMotivation*
- *#TacoTuesday*
- *#TransformationTuesday*
- *#TuesdayTip*
- *#WednesdayWisdom*
- *#ThursdayThoughts*
- *#ThirstyThursday*
- *#TBT*
- *#FridayReads*
- *Friday Cocktail Recipes*
- *#FBF*

Get more details & inspiration in our ReQueue Power Tips.

Step 3: Review your Placeholders to round out your social schedule

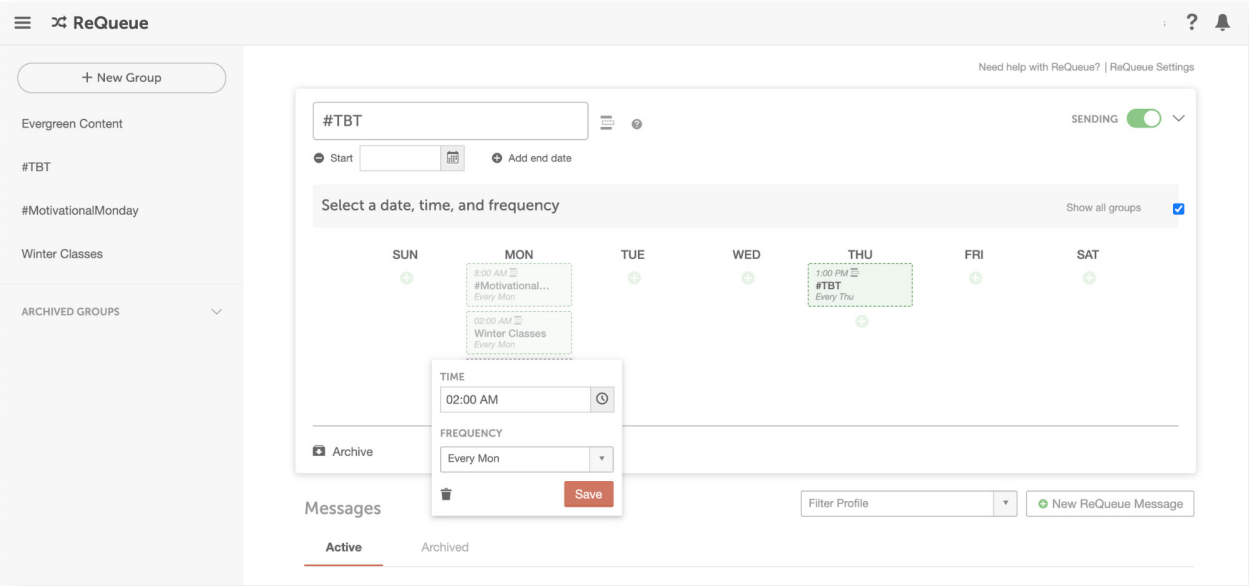
If you create multiple Placeholder Groups, you can quickly review how these messages will overlap by clicking "Show all groups."



Make tweaks to your repeating promotions social schedule as you continue to build out new ReQueue groups.

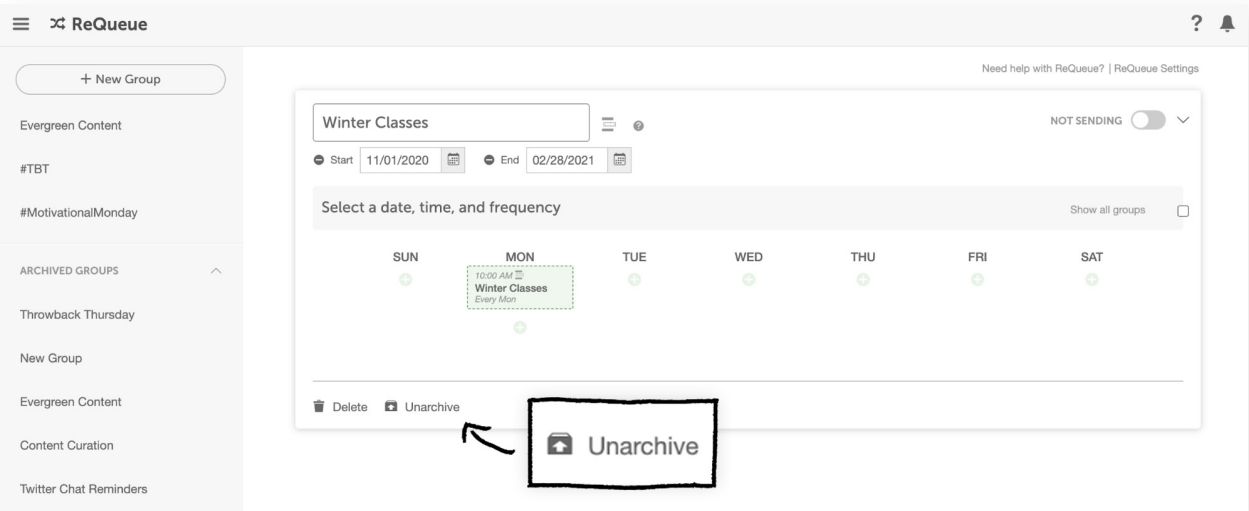
From this view, you can update the sending time & frequency on any Placeholder Group if you need to adjust your schedule.

For example, if you have two messages set to send on the same day on the same social profile, you can make sure the send times aren't too close together.

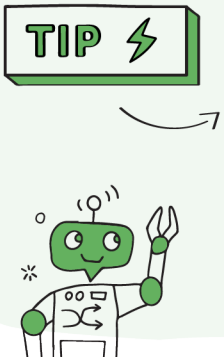


If you have a promotion you want to discontinue, you can easily archive any Placeholder Group to stop sending messages from this group.

When you archive a group, you can always unarchive it & promote it again any time by clicking "Unarchive."



Then toggle the group back to “Sending” to ensure messages continue sending from this group.



Have seasonal repeating promotions? Archive these groups when the promotion is over. When this promotion rolls around again next year, you can turn it back on to continue sending messages instead of rebuilding an entirely new Placeholder Group.

Check Out The Next phase of Getting Started With ReQueue

Implementation Chapter 3: How To Fine-Tune Your Publishing Schedule

Go to Chapter 3 →

