



# Marketing Time Management Strategies You Need To Know

The Ultimate Checklist Of Content Marketing Time Management Tips, Tools, & Hacks

## Content Strategy

- Think MVP (Minimal Viable Product) when planning your content strategy with limited time.
- Instead of creating completely fresh content every time you sit down to write a post, consider updating and refreshing older content.
- Identify influential sources in your niche you can lean on for content curation and put them into a list you can refer back to later.

## Ideation

- Use Google Trends to quickly gauge searcher interest in a given topic.
- If you're ready to move up to a paid tool, BuzzSumo is a handy tool for surfacing the top performing content on a given topic.
- While it's primarily a PPC tool, Google's own Keyword Planner needs to be mentioned here as well.
- Leverage your competition. Look at what they're doing to get an idea of what topics are hot at the moment.
- Use Portent's Content Idea Generator.
- Use Feedly to quickly keep tabs on recent news and blog posts.
- Save time trying to find where you've kept your notes for inspiration using a tool like Evernote.
- Brainstorm (with a time limit).
- Inspiration can come anywhere and at anytime, so make it a habit to record your ideas whenever and wherever they pop into your head.
- Subscribe to quality industry email newsletters.
- Use internal site search analytics to see what people are looking for on your site or blog.
- Turn wasted time into productive time by using your phone to research while waiting in shopping lines.
- Listen to audiobooks related to your professional development on your commute instead of music or the radio.
- Use data from Google Analytics to predict success and avoid wasted time on things that won't work.
- Maintain a list of content ideas you can pull from in the future.

## Organization & Project Management

- Use a shared Google Calendar to make sure everyone on your team has visibility on meeting times, events, out-of-office requests, and so forth.
- Establish a consistent naming convention for saving files. This can make finding things later much easier.
- Group similar projects together and knock them out all in a row as sprints.
- Apply the 80/20 principle to your work. Eliminate or delegate menial non-essential tasks.

- Prioritize projects and only take on the ones that are within the scope of your resources and stand a reasonable shot at success.
- Set progress goals for every project and stick to them. Focus equals efficiency.

## Team Communication

- Use a messaging app instead of email (Slack and HipChat are more efficient).
- If you need to suggest design edits, sometimes sending annotated screenshots is the best way to go.
- Know when to delegate.
- Ask for help before you've wasted too much time trying to figure something out on your own.
- Make sure everyone knows where to access files and documents your team will use.
- Establish consistent workflows to save time wondering what each person should be doing at each step of a project.
- Schedule regular touch-point meetings and stick to them.

## Content Writing

- Create an outline for every blog post. Knowing the structure of your post will help you write it quicker and create more focused content.
- If you're feeling overwhelmed trying to create too many posts, try putting more effort into fewer posts.
- Don't cut corners on quality, but do avoid chasing perfection.
- Edit your own work first before passing anything off to a proofreader or copy editor.
- Break down long-form pieces into smaller chunks and work on one section at a time.
- Deadlines. Set them. Abide by them. Don't let your work stretch to fill an excessive amount of time.
- Don't have time to do everything yourself? Consider hiring freelance help if you can.
- Leverage internal experts within your organization.
- Block off focused and uninterrupted time to write.
- Don't waste time worrying about hitting specified word counts (unless you're working with an editor or manager who is adamant about a specific word count).
- Leverage user-generated content.
- Solicit guest bloggers to write for you.
- Want to know if your writing sucks? The Hemingway app will let you know, and help you identify ways you can make your writing more clear.
- Use a tool like CoSchedule to schedule your blog publishing ahead of time.
- Use our Headline Analyzer to quickly write and score headlines.
- Use the Skyscraper technique to quickly identify top performing competitor content you can improve on.
- Repurpose content from your blog posts for other content.

## Graphic Design

- Tools like Canva, Infogra.am, and Piktochart make it easy to create high quality images and infographics you can use for your content.
- If cost is the only thing stopping you from investing in Photoshop, consider GIMP. It's a free and fully-featured graphic design tool.
- Don't forget that one graphic can potentially be used multiple places.
- If you have certain graphic elements you use frequently, consider storing them all in one place where they can easily be accessed as necessary.
- Learn Photoshop keyboard shortcuts.
- Create your own Photoshop templates for common image sizes and formats you know you'll be using often.

## Search Engine Optimization

- If you're using Wordpress, use the Yoast plugin to quickly check your on-page SEO and make sure your title tags and meta descriptions are well written.
- If you have budget, use a dedicated SEO software platform to manage your search engine optimization efforts.
- If local SEO has any relevance to your business, Whitespark and Moz Local are two great tools to help speed up a lot of menial tasks that can otherwise eat up valuable hours of your time.
- Use Screaming Frog to quickly crawl your site and identify URLs that return a 404 status code (and then fix those broken links).

## Social Media

- Manage all your social media accounts with one tool (like CoSchedule, Hootsuite, or Buffer).
- Automate (some) of your social media content.
- Get rid of platforms that aren't working.
- Use IFTTT to automate recurring tasks.
- Get an email from someone and want quick access to their social profiles? Use Rapportive.
- Use Tomoson to find influencers and scale outreach.
- Eliminate distractions from your personal social media when you're working.
- If you don't have the time or energy to write up a thoughtful response to a social media posts, sometimes a simple "Thanks for reading!" is enough to let someone know you heard their feedback.
- Try writing a few different versions of a single post. Then, schedule those posts out throughout the week. Now one idea for post has become three.
- Use Twitter lists to quickly follow influencers on specific topics.
- Use Storify to round up tweets and social media posts quickly.
- Use social media engagement numbers as a rapid-fire real-time indicator of which content is most popular.
- Leverage hashtags to easily increase exposure.
- Write social media posts in bulk and schedule them out at least a week or two in advance.
- Want to analyze your Twitter performance and find influencers quickly? Try using Followerwonk.

## Email Marketing

- If you don't have access to a developer who can build you custom email newsletter templates, then use a platform to manage email like MailChimp or Campaign Monitor.
- Instead of writing a whole new email, try taking your last email and sending it to anyone on your list who didn't open it the first time (be sure to wait about a week first).
- Use automated pop-ups on your blog or website to build your email list fast and convert readers into email subscribers.
- Use content upgrades to entice more email subscriptions.
- If you need to automate a lot of messages for one-on-one email outreach, use Boomerang to follow up on emails.
- When it comes to your own work email, set time aside to check your email rather than checking it every five minutes.

## Content Calendar Management

- If you aren't already, use a content calendar.
- Keep your calendar full for at least two weeks out into the future. You'll get more done when you're not stressed over hitting an immediate deadline.
- Be consistent with updating your content calendar. Build habits that save time, and your calendar will in turn help you save time elsewhere in your workflow.

## Analytics & Reporting

- If you're not skilled in configuring Google Analytics yourself, get more utility from it faster using pre-built dashboards.
- Use SumAll to automatically generate data-driven social media performance reports.
- If you're using Moz, Raven Tools or any other content marketing and SEO platform, use it to set up automatic reports delivered to your email.

## General Productivity

- Try tracking your time. Time tracking tools like Toggl can work well for this.
- Try using the Pomodoro technique throughout your workday.
- Even if you don't use the Pomodoro technique, taking timed breaks is still highly advisable.
- Use a password manager to save time entering passwords or recovering passwords you've forgotten.
- Fail fast and move on. Don't let the fear of failure stop you from trying something new that may work better than what you did yesterday.
- Likewise, if something isn't working, either figure out why it's not working or ditch it and move onto something else. Bias yourself toward action and don't waste time overanalyzing things.
- Stop multi-tasking. Studies show you'll get more done, more quickly if you focus on one task at a time.
- Create task checklists to keep on track. Wonder what makes checklists such an effective tool for getting things done? Read *The Checklist Manifesto*.
- Plan your meetings and set timers. Never go into a meeting without an agenda or a goal that meeting is intended to help achieve.
- Use tools and software services that deliver demonstrable productivity benefits. Ditch any that don't. That saves time and money all in one fell swoop.
- Do your most dreaded task first thing in the morning, whatever that task may be, to free up mental space to take on the rest of your day.
- Sleep. You'll get more done, more quickly if you're well rested. Working when you're tired leads to diminishing returns over time.
- Learn how and when to say no.
- Leave a time buffer when estimating time for tasks to account for unforeseen hang ups.
- Set aside time for planning. It takes time, but it also saves time in the long run.
- Plan your least mentally intensive tasks for Friday afternoon when you're probably drained.
- Use the end of one day to plan what you'll do at the start of the next day.

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Author



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