

THE BEST DIY

Marketing Workflow Process Checklist



There is NO one right process to rule them all. So follow this handy checklist to build your own marketing workflows for ANY project—blog posts, social media campaigns, and marketing projects of all kinds.

- ☐ Define the project for which you will chart your workflow.
- ☐ Write down every step in your workflow in chronological order.
- ☐ Remove unnecessary steps from your workflow.
- ☐ Consolidate the steps into tasks beginning with clear action verbs.
- ☐ Write the definition of done for each task. Clearly lay out your expectations.
- ☐ Choose who will complete each specific task within your workflow.
- ☐ Determine how long it will take to complete each task within your workflow.
- ☐ Figure out how many days before publish each task must be completed.
- ☐ Assign the tasks for your project, notify each team member on the task due date, and remind each team member the day before her task is due.
- ☐ Find the tool that helps you understand when tasks are completed on time, completed past due, and overdue.



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—Nathan Adler, Co-Founder of RiverScene Magazine



Michael Hyatt
Author



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