



4 Checklists to Help You Choose a Marketing Resource Management Solution

Know What to Look For in a Solution

Make sure the solution you're considering includes productivity-boosting, stress-busting features that will make marketing management easier for you.



One place to store and organize all of your files and assets internally



A discussion function that allows you to centralize team conversations



Workflow automation that automatically sets up tasks and approvals



A dashboard where you can see your whole team and their workloads



A reporting feature that lets you measure the output of your team

Ensure the Solution Will Solve Your Biggest Marketing Challenges

Ask yourself what your most stressful marketing problems are. Then do research to find out if and how the solution you're considering can resolve them.

Use the common challenges below as a starting point, then add your own as you define them.

Define Your Biggest Marketing Challenges

(and Find the Right Solutions)



Challenge

It's so hard to keep up with everyone's workloads.

Solution:

Ex: I can allocate time and tasks with CoSchedule's Team Management Dashboard.



Challenge

Trying to track multiple conversations across emails and other tools is frustrating.

Solution:

Ex: I can keep all of my team's conversations centralized with Discussion Threads.



Challenge

Certain tasks on my team's to-do list always end up overdue.

Solution:

Ex: I can measure my team's output and overcome roadblocks with Team Performance Reports.



Challenge

Scheduling tasks for team members eats away at hours of time each week.

Solution:

Ex: I can automate and optimize my team's workflows with Task Templates.

Define Your Biggest Marketing Challenges

Continued...



Challenge

It's difficult to know exactly which tasks need to be approved--or when.

Solution:

Ex: I can build manager approvals directly into workflows with Task Approvals.



Challenge

Searching for specific files leads to endless digging that wastes valuable time.

Solution:

Ex: I can store and share all my digital assets in one place with Asset Organizer.



Challenge

Solution:



Challenge

Solution:



Challenge

Solution:

Determine How Much Money + Time You'll Save

Marketing teams save an average of \$50,000 every year with CoSchedule.

In other words, CoSchedule saves them as much time and work as a full-time, salaried marketing employee. For many teams, that's well worth the cost of CoSchedule--and then some.

Want to know if a solution is worth it for your team?

You can calculate a rough estimate by tracking the number of hours you spend addressing challenges (instead of doing actual work).

Or you can simplify the process by using an ROI calculator like our **Build Your Case for CoSchedule** tool: coschedule.com/build-your-case-for-coschedule

It'll show you the value CoSchedule will bring to your team in terms of time, money, and more.

What Will You Save with a New Tool?

- How much money will you save? \$ _____ /year
- How much time will you get back? _____ hours/year
- How many more projects will you complete? _____ /year
- How much faster will your team complete their work? _____
- How many current tools will you maximize? _____
- How many current tools can you eliminate? _____

Try It Out For Yourself

Once you've worked through your checklists, sign up for a trial or demo of each solution you're considering. By using the tool, you'll learn more about what it'll help your marketing team accomplish.

Schedule Your Free Demo of CoSchedule

Schedule Your Demo

coschedule.com/product-demo