

5 Essential Marketing Workflows

Marketing can be chaotic. Shifting priorities, ongoing revisions, and countless approvals – not to mention tracking, measuring, and reporting the results of campaigns. It can all be overwhelming. A good workflow is a sanity-saver, making teamwork more efficient, eliminating unnecessary errors and stress, and aiding repeat success. Use these 5 essential workflows to cure the marketing madness.



Content Marketing

1. Identify goals & target audiences
2. Plan editorial calendar
3. Assign content to team
4. Write content
5. Proofread & peer review
6. Create or choose images
7. Write & schedule social media messages
8. Publish content
9. Distribute content via external sites
10. Respond to post comments
11. Repurpose content into other formats

Email Marketing

1. Plan & set goals
2. Map design & layout
3. Write email copy
4. Create workflow in marketing automation tool
5. Test & tweak emails
6. Schedule emails
7. Analyze results to improve future emails



Social Media Marketing

1. Source internal content & manage posting calendar
2. Monitor feeds & curate external content
3. Post internal & curated text, photo & video updates
4. Monitor responses & engage with followers
5. Run analytics to inform strategies

Online PR

1. Conduct audit of current media coverage
2. Set goals
3. Determine audience
4. ID interested & influential reporters
5. Define key messaging
6. Develop pitch
7. Follow up with targets
8. Assess results & set new goals



Search Engine Marketing

1. Decide audience of PPC campaigns & goals
2. Define campaign budget
3. Determine optimal keywords for target audience
4. Write ad copy
5. Create the ad landing page
6. Get feedback from team members
7. Split test & tweak
8. Schedule ads
9. Measure & analyze results

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