

Lesson 10: Increasing Productivity While Avoiding Overwhelm



Being overwhelmed is usually a symptom of not having clear priorities.

How do you create a priority list for online marketing?

1. Know your Bob and what Bob wants.
2. Plan out what content to create for Bob.
3. Plan out a content and promotion map.
4. Set out a time schedule to create content.
5. Start with onpage content then create Social content from onsite content to link to.
6. Use automation sparingly - like Meet Edgar & Active Campaign e.g. for email follow up.
7. Track & measure so you know what to drop, what to test & what to develop further/expand.
8. Use analytics to rinse and repeat!