



Bonus Guide!

**Marketing with
Limited Time**

3 TIME-SAVING TIPS!



1. Time Management Tips

Create a Social Media production schedule including daily posts with image selection, where to link, etc. This will require an investment of work upfront, but will be a huge time-saver each day when you go to post because all of the details have already been decided and are ready to go live!

TIP! Always have 2-3 “stock posts” ready to go so if things change and you aren’t able to post what’s on the schedule for that day, you have other content ready to go on the fly.



2. Recruit & Delegate!

Working for a small organization, you are probably accustomed to wearing many hats, making it challenging for you to spend meaningful time on any one task. There are solutions out there for handling workload: delegate the development of your framework, which is a huge time saver in creating and implementing a marketing campaign.

Recruit:

Utilize Interns & Work Studies

Utilize Your Staff & Board

Develop a Volunteer Program

Delegate:

Social marketing planning schedules, social marketing publishing, and anything that involves research to your recruits. That gives you time to plug the details in, which is where your expertise should be contributed!



3. Ready-to-Go Branding

Create Templates!

It is worth the investment to have general graphic templates built for your flyers, brochures, postcards, social media post graphics, printables, print advertisements, signage, and more!

Having templates ready to go in free design programs such as Canva will allow you or your staff to access your account, make a copy of the template, re-name it for your current project, and quickly go in and make a few updates, leaving the basic structure intact, such as the logo placement, contact information, hours, etc.



Design Training

Training under 25 minutes!

If you are designing in the free, online design program, Canva, you are in luck! They offer design courses for anyone utilizing their program that are all under 25 minutes each.

Learn how to develop a brand style guide, grasp the basics, build beautiful presentations and much more!

Design School

Anyone can make beautiful designs with Canva – here's how.



Social media mastery

Learn how to tailor your content, track metrics and build your community so you can create beautifully designed social campaigns.