

Smart Marketer's Scheduling Checklist

Step-by-Step Checklist

- Choose your main theme for the week or month.
- Create one core piece of content (blog, email, or video script).
- Break the core content into smaller social posts or snippets.
- Gather images, graphics, or quotes to support your posts.
- Open your social scheduler (Buffer, Meta Business Suite, etc.).
- Load all social posts into the scheduler.
- Set publish dates and confirm spacing between posts.
- Open your email tool (MailerLite, ConvertKit, etc.).
- Write and schedule 1-2 emails for the week.
- Update or schedule your next blog post.
- Place all key dates in Google Calendar (promos, launches, webinars).
- Check that social posts, emails, and blogs support each other.
- Review your full calendar for gaps or overlaps.
- Turn on reminders for important launch dates.
- Check scheduled posts once a week to make sure everything is firing correctly.