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One of the most frequently asked questions we get from aspiring and current marketers is: "How do you manage all those contents?" When we tell them we use an editorial calendar, the next question is often: "Oh, how much does it cost? Nothing. Because, for the most part, we use Google Calendar. Surprised? There are a lot of great calendar tools out there you can choose. (In fact, for those who are HubSpot customers, there is a marketing calendar built in HubSpot software.) But after trying a lot of other solutions, our team found that we really managed the best with a simple Google Calendar. Actually, this was the longest editorial calendar solution our team has ever seen. That's how we set it up. Follow together with free editorial calendar templates Download the free model 1. Download HubSpot free editorial calendar models. First thing: Download calendar models, above (they are free.) By doing this, you will have three calendar templates on your computer to use at your leisure: one for Google Calendar, one for Excel, and one for Google Sheets. In this blog post, we will go on how to import the Excel template into Google Calendar. 2. Customize the model and prepare for import into Google Calendar. By default, the dates published on the download models will be stamped for the year 2016. Feel free to change them per year in the spreadsheet itself -- you can also drag them to the dates of your choice after uploading the file to Google Calendar. Google Calendar makes it easy to load a calendar that you might have pre-created in another program in Google. This includes Microsoft Excel. Here's how to import the Excel calendar model downloaded in the previous phase in Google Calendar: 3. Open Google Calendar. Once downloaded (or, for this, created) a calendar that opensmicrosoft excel. It's time to open google calendar. Just make sure you make surealready connected to the Gmail account to which you want this calendar to log in. 4. Use the drop-down menu on the left to create a new calendar. Now is the time to set your Google calendar to host information in Excel spreadsheet. First, go to your Google Calendar and click the rightmost sign of "Other Calendars", as shown in the screenshot below. In the drop-down menu that appears, select "Create new calendar". 5. Fill out the details of your new calendar. Fill out the fields that appear on the next screen. This includes a brief description of your calendar, as shown below, to give people a proper context when you invite them to this calendar. When you're finished filling out the details, click "Create Calendar". 6. Import your XLS or CSV file from the same drop-down menu. Using the same drop-down menu you used to create your editorial calendar, you will now import the same Excel file into Google Calendar. Click the plus sign and select "Import". Click the upload box that reads "Select files from your computer", and locate the file titled "Blog Publisher Calendar - Excel" which was included in the downloaded ZIP file in step 1, above. 7. Select which calendar add this file. In the second box under the imported file, click "Add to calendar" downhill. Make sure you choose the calendar name just created from the drop-down menu as below screenshot shown. Then, click "Import". 8. Click Import. Once you upload the Excel file and select the calendar to add to this file, click "Import". You should see a Import Calendar dialog box telling you that seven events have been successfully imported. Click "Close". Now, if you haven't changed the dates of the first seven assignments in the original Excel document, you can do it. Navigate to January 3, 2016, which is the beginning of your calendar. Make sure all other calendars are temporarily hidden by clicking on the colored box on the left of the calendar name. The week of 3 January 2016 should only see a calendar event "Blog TBD" every day from 10:00 to 11:00 Use the edit window of each assignment to change the date of publication. For example, if you are satisfied with the 10 o'clock publishing time, you can simply change the date from January X, 2016 to January X, 2021. Each assignment will then be displayed as event blocks in your calendar monthly view 2021. 9. Determine your publishing program. Now that you've created your calendar, it's time to fill it with assignments for the year. This is when you have to make some decisions about your blog posting program. While the Excel file you imported accounts for a blog post a day, this does not mean you have to post seven days a week. Maybe you want to publish every Monday, Wednesday and Friday. Or maybe you're just gonna publish Thursday. Remember, the key to successful blogging is the quality on quantity. Do not exaggerate with a blogging program if the quality of your content will take a hit. (Read this blog post for some big benchmark data on how often companies should blog.) If you decide to decrease the number of days you want to publish, click the calendar event of that day and select "Delete". Although you want to publish several times a day, the update of this calendar is as easy as adding an event. Select a slot on the calendar to add another event "Blog TBD" and copy the default description from another of the events you imported. Then, it's time to make some minor changes. Currently, the events "Blog TBD" are set for 10 a.m. Feel free to move these events at any time your public blog during the day. 10. Set recurring events. Now that you set the dates and times of publication, you can do these eventson your calendar. If you have a regular publication program, like every Monday, Wednesday and Friday at 10:00, then put it as a recurring "slot" on your calendar. It's okay if you don't have a completed piece of content or even atitle -- to put there again. It's just a reminder you want to publish something that day. To add your recurring slot, click on the first event "Blog TBD" and click on the pencil icon to change your event. This will take you to the details of the post, where you can create a custom repeat program for each assignment, as shown in the screenshot below. You can set the post as a recurring post so it appears automatically every Monday, Wednesday and Friday at 10:00 (or any day and time you want). Once you select the recurring days, press "Done" and "Save", and you will have an editorial calendar frame to work with. For now, maintain the title of the event as "Blog TBD," but feel free to customize the description with all the additional details you want to be sure to include for each post. Wait to invite any guest, how we will use this to assign messages to an author once you start compiling your arguments. With everything complete, click "Save". If you don't have a recurring program like this, you may still not need an editorial calendar -- but it's a good way to set goals for you. If you know you want to publish a number of posts every week, even if you don't hit every single slot, it's a good reminder for you and your team you should strive for. 11. Fill your editorial slots. Now that you know all the slots you want to fill in, you really... you know, fill them up. (If you don't have any ideas subject yet, check this free topic ideas generator. It will give you some good ideas for the content to put in the calendar.) Let's say that one of the posts you want to write is "10 Amazing Facts on Faucets," and one of the posts you have already written and want to publish later is "Thinking that you have cut out to own a Tapir? Read this first." Strong! Enoughboth on the calendar by clicking on "Post - TBD" on the correct date, choosing "Edit Event", and then changing the text "Post - TBD" to the actual title ofPost. Now, let's say you don't really want to write "10 amazing facts about rubies," and you want your partner to write it instead. To assign an author to the post, you will invite them to the event as a guest. To do this, click on the event, hit "Edit Event," then invite that colleague to the post by typing his name or email address in the "Add Guests" box, selecting "Add" when their name opens, and hit "Save" on the event once you did. Now, anyone can see who is responsible for writing the post that is going up in that time slot. You can take a step forward by adding details to the "Description" box of the event, as shown in the large box in the screenshot above. You could include a quick synopsis, the keywords you plan to address the post, the target audience you are trying to reach, and the offer or CTA directs the reader at the end of the post. Don't forget a project appointment. Before Google Calendar lets you save the event, you will see a dialog box that asks if you want to change only this event or all the events in the series. Select "Only this event." Repeat these steps to assign each blog topic today and in the future. 12. Share your editorial calendar with others. Now that you set your calendar, you can start inviting people to see it. I suggest you start with your immediate team and regular staff, as well as anyone who regularly asks you to publish content on your corporate blog. To share this editorial calendar with people, just find your editorial calendar under "My calendars", as shown below. Click the three points next to the calendar name and then select "Settings and Share" when it appears in the drop-down menu. You will be brought on the same screen we saw when you filled the details of theeditorial calendar in step 2. Then, you can add the names of people you want to share the calendar with and set the right levels of authorization for each invitation. It's wise. wise.Keep those with permission settings to manage changes and sharing at the minimum so there are not too many cooks in the kitchen -- but I recommend you let everyone see all the event details so it is clear exactly what content is going up in each slot. Under the heading "Share with specific people", enter the email addresses of those of your content team and decide whether they have the view, modification or administrator privileges. Save updated settings. Why use Google Calendar as Editorial Calendar Works I mentioned earlier that we have tried many different editorial calendar solutions, and this is the only one that is stuck for more than a couple of months. I think one reason for this is because we use Gmail for our corporate email, which means that all our teams are already in Gmail (and their calendar, in particular) all day. As a result, it is not difficult for people to form a habit of controlling the editorial calendar, because it is not difficult for them to find it. Google Calendar also makes things really easy to move and program because... well... it is already a calendar. It has all the necessary features to plan things and let anyone know who needs it. When we were using other solutions for this, we were trying to hack a calendarization function instead of just relying on one that already existed. Along these lines, adding people to display the calendar is simple, making it easy for multiple teams to collaborate. see what is published, and understand when they might be able to launch content and campaigns. Finally, this sets a precedent for other teams to coordinate with you in a very simple way. You can have a calendar for the next campaigns, offers, social media pushes, product launches -- you name it. And you can all share those calendars with each other forSingle-screen vision of everything that is happening so you can coordinate more easily. Are there any other solutions to maintain an editorial calendar? Sure. Mayou are looking for a minimally feasible product, and a free one to that, this is not too shady. He was healthy, agile and transparent for a long time, and I think he could do the same for you. Editor's note: This post was originally published in January 2019 and was updated for completeness. Originally published 21 January 2021 12:15:00 pm, updated on 26 January 2021 if your marketing location requires you to send invoices to customers, monitor website analysis, or create budget and expense reports, you've definitely found yourself working with spreadsheets in some form. and if you're something like me, those spreadsheets can feel frustratingly boring when you're under a crunch of time. Fortunately, google sheets offers 26 pre-built models, allowing you to create reports and analyze data in spreadsheets faster and more effectively. the best of all, google sheets models are aimed at specific categories. For example, if you click on the paid traffic report model, the spreadsheet is already organized in overview, trends of 12 months and categories of average distribution. knows what you need and offers it without any manual input. templates can help you create better spreadsheets, saving valuable time to focus on more important things, how to make a sense of data themselves. in this post, you will get: 1. Step by step instructions on how to find built-in google sheets models. 2. a roundup of additional google sheets models for any marketing role in 2021, including: how to find models in google cards there are two common ways you can find and use free google sheets models. 1. Google In-Built template gallery on your browser. google sheets. click on "template gallery" at the top right. explore models to find the right one for you. you will find differentor your personal needs, work and project management. Here is an example of how the library of personal models looks like: 2. Add-Ons Otherto find free models in Google Sheets is to download and install the Vertex42 add-on. Here's how: open an existing Google sheet, or type "sheets.new" to create a new one. Then, find and click the "Add-on" button on the top left menu. Type "Vertex42" in the search bar and click Insert. Install the add-on. To access the models, click "Add-ons," then "Template Gallery for Sheets," then "Browse Models." Here you will find models that can help with almost everything you need - if you need to create an invoice, an income tracker/expenses, or a dashboard to manage your projects. Let's now see some of the free Google Sheets models that you would be useful as you run your business. 20 Google Sheet Templates Google Sheet Templates for Finance 1. Invoices If you are a freelancer or work for a small business, you probably use invoices to bill customers for services. This invoice model makes the process simple -- provides space for all the necessary information and seems more professional than a normal spreadsheet. In addition, the model is customizable, so you can create a theme that fits well with your brand image. Click here to use this model. 2. Annual budget of enterprises This model is more detailed than it initially appears. There are tabs at the bottom -- configuration, income, expenses, summary -- and each includes several subcategories. "Expenses", for example, covers everything from taxes and insurance to travel and the acquisition of the customer. The final tab, "summary", takes your income, subtracts your expenses, and automatically updates to display your final balance each month. This model is a good option if your budget requires a lot of customization and many moving parts. Click here to usemodel. 3. Budget The budget model is really an all-in-one resource to track business transactions, profits and losses. The "profit & loss" tab automaticallyrevenue, costs and expenses for the year and can display the percentage of the growth rate. If you work for a small business and need to manage most of your finances, this model offers resources and guidance to make the process easier and less prone to human error. Click here to use this model. 4. Expense Report Knowing how much to spend is an essential part of managing a successful business. But it is often easy to forget to record these expenses with the amount of work you have to do every day. This simple cost report model makes it super easy to record all your expenses and those of your employees. Click here to use this model. 5. Order of purchase You will find this model to be a lifesaving if tracking orders or refueling your office/department is part of your work. With this sheet, you can save time and avoid headaches coming with tracking orders or shipments. Click here to use this model. Google sheet templates for reporting and analysis 6. Website Traffic Dashboard Suppose your role requires you to analyze website traffic using Google Analytics. In this case, this model is a fantastic supplement tool to pull that data into an organized report, saving tons of time. Better yet, you can use the dashboard model with the add-on Supermetrics Google Sheets to monitor and analyze data from PPC, SEO, social media and website analysis. Click here to use this model. 7. Paid traffic report of the website This model makes the process of analysis and reporting on traffic paid relatively seamlessly. Automatically collects data on your sources paid by Google Analytics and provides a clean chart with important information, including the PPC percentage ofgoal, total traffic and bounce speed. You can also adjust to compare different periods or different channels or segments. If you are looking for a way to demonstrate the influence of paid on your business, this is the tool to do so. Click here to use thisgoogle sheet templates for customers 8. crm to organize your contacts and automate an effective sales and marketing process, you need to have a crm -- but if you are a small company just leaving, you might not feel ready to implement a fully established crm with all the features. This crm model is a great place to wet your feet. automatically saves, so you never lose your data. the sharing function allows you to work with employees within the crm, which helps to encourage collaboration between your sales and marketing departments. click here to use this model. 9. sale dashboard this model helps sellers manage their leads, sales and revenues all in one place. in the lower part of the model are different tabs where you can easily insert the data that eventually occurs on the main dashboard. There is also a "instruction" tab to get to speed with the use of the sheet. click here to use this model. google sheet templates for project management 10. Project timeline if this is your first significant project or you've been running projects for years, the project timeline model is a valuable tool to organize and implement each stage of the project. the model helps you visually break a daunting project into smaller pieces, making it ideally easier and less stressful to manage and delegate activities. click here to use this model. 11. Project monitoring if you are discussing many projects simultaneously, this project monitoring model could become your new best friend. This model takes project management to the next level, allowing you to organize your tasks in categories by date, deliverables, status, cost and hours -- the best of all, allows you to prioritize your projects. we hope, simplywhat must be done before it relieves the stress of time management. Click here to use this model. 12. Event marketing timeline The event marketing model offers organization and structure if you are implementing an incoming businessor campaign. It provides categories that you may have forgotten to consider, including local and national marketing, PR and web, with subcategories ranging from an email newsletter to impact studies. The model is already organized with all the categories necessary for planning an event, reducing the time you spend on boring manual inputs. Click here to use this model. 13. Gantt Graphic Model The Gantt Graphic Model helps you to alleviate any concern you might have beyond the time -- and when you have a complex project with overlapping components, I am willing to bet times is one of your main concerns. Using the Gantt chart template helps you to view all the steps and delegate essential tasks more efficiently -- labeling the business with a owner on a chart is undoubtedly easier than to follow individually via email. And by sharing the model with colleagues, everyone is on the same page. Click here to use this model. 14. Product Roadmap Without a product roadmap, it is easy for your team to misunderstand the direction you want a project to take. With this model, you can solve that problem. The model provides a summary of the calendar of a project and milestones and deliverable as you go through the product development process. Click here to use this model. 15. Product launch plan This model has everything you need to organize the best product launch you've ever had. It has fields to help you outline your market and competitive analysis, project strategy, key messaging and who is your target reference. If you are responsible for managing a product launch and want to organize the best launch ever, then this is the project management model for you. Click here to use this model. 16. List of actionmanagement of a project requires that you draw daily actions to ensure that you do not lose concentration. but sometimes, you will have some tasks in your list which are more important than others, you can easily arrange these tasks according to theirwith this action list model. You can also share this sheet with others if you are working as a team. Click here to use this model. 17. Draft budget Far from the general budget of enterprises, most managers create budgets for each of their projects. This draft budget model is for you if you are looking for a simple but effective model that allows you to quickly assess how much a project would generate r how much it would cost. Click here to use this model. Google Sheet templates to drive a Team 18. Employee shift program Keep track of who works that hours, and how much each employee is paid, can feel confused, especially if you drive a team of part-time contractors or seasonal interns. This model includes slots for employee names, hours worked and monthly wages, making the paycheck process simple and organized. Click here to use this model. 19. Weekly profile As the employee shift schedule, the weekly timesheet helps you track time and know how much to pay employees or subcontractors. However, the weekly timesheet model works best if you want to quickly discover how much time each employee spends on a project. Click here to use this model. 20. Contact list This model is useful if you want to create a contact list database. You can easily use the template to store contact information (e.g. phone number and email address), employee contact, and emergency services such as ambulance or fire department. Click here to use this model. Start using these free Google sheet templates No matter what your job is, using a suitable spreadsheet would make it easier and more enjoyable. What are you waiting for? Start with these 20Google Sheets free to save time, effort and improve your productivity. Editor's Note: This post was originally published in January 2018 and was updated for completeness.

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