Welcome to your Airtable Marketing Template

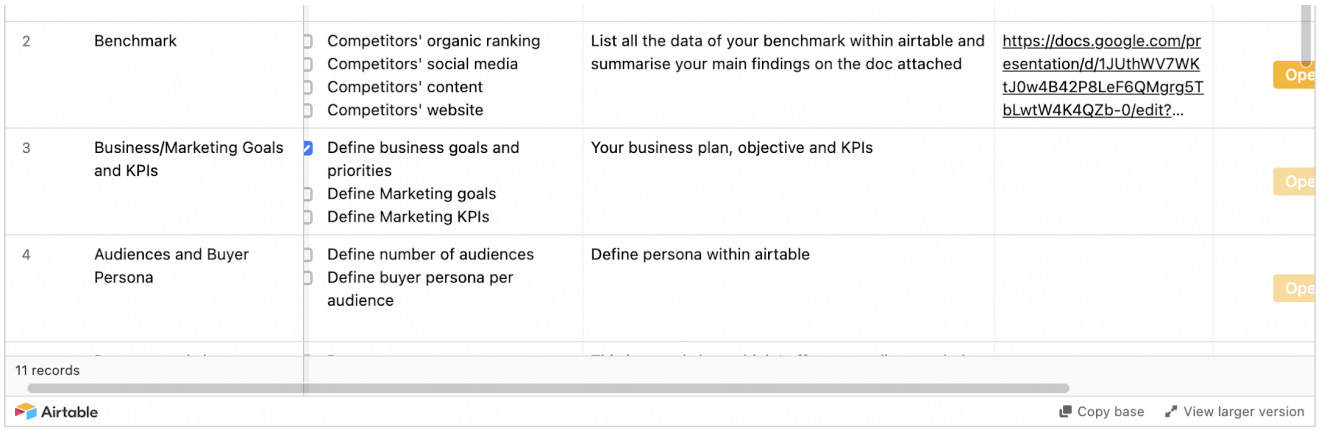
Welcome and thank you for buying your Marketing template. Template you'll find some guidelines on how to use it effectively and feel free to also watch the 30-minute video tutorial again.

For generic questions about Airtable features, please visit the help center.

1. Installing your template

To be able to get your template, you first need to create an account on Airtable.com

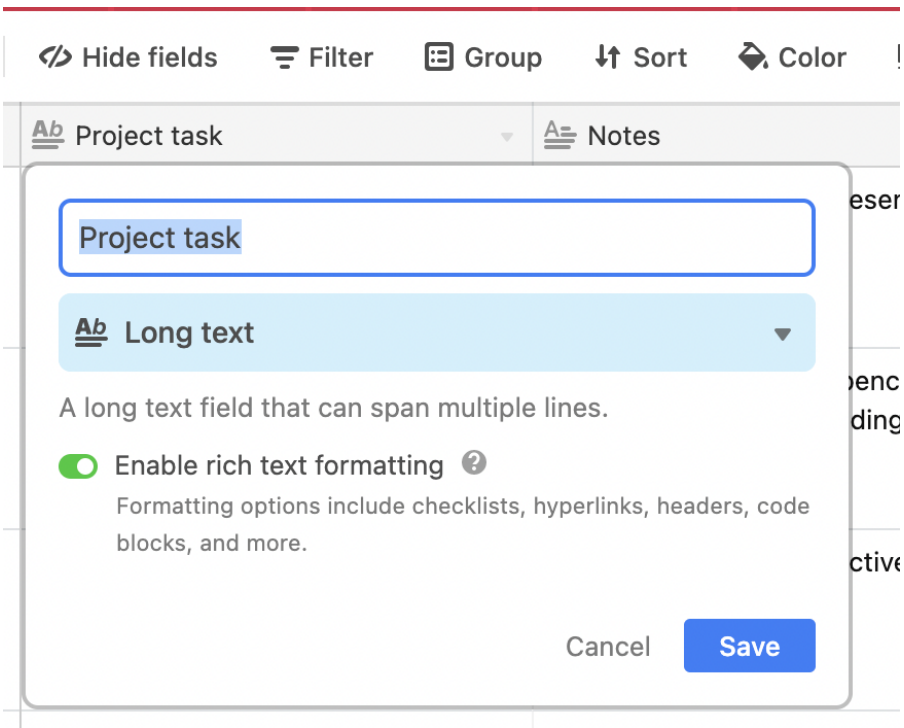
Then, go back to this page on my website, and click on 'copy base' on the bottom right.



Then, save your base into your Airtable workspace.

2. Edit and customise the tables to suit your needs.

Each table is customisable. By double clicking on a header, you can change its name and its format.



As explained in the tutorial video, there are different types of data which you can log: from text, to numbers, calendars, URLs, attachment and single select drop down menu - please do explore and have fun!

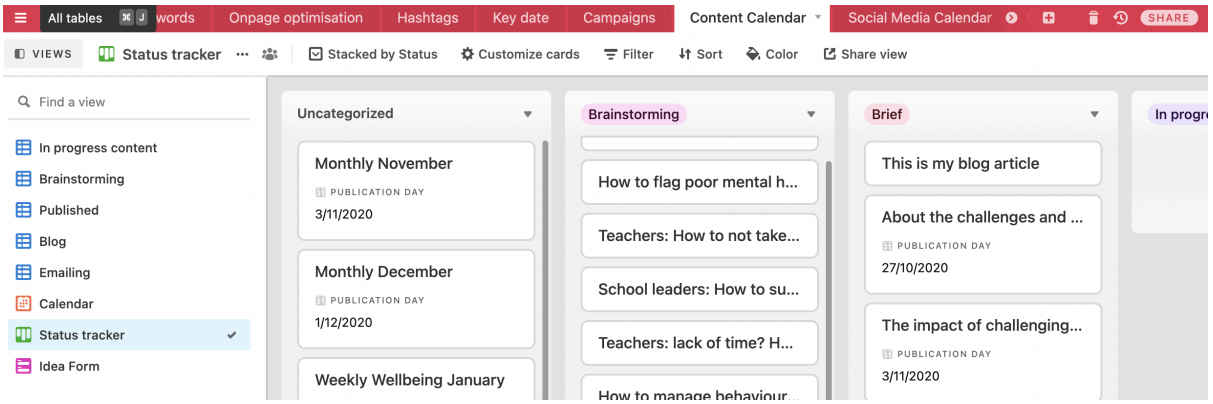
The template is already formatted to help you manage your marketing strategy and projects.

If you are not sure what a column is for, check if there is a little ‘i’ for info in the header and mouse hover it. If there is, a little description will appear. You can create your own description by clicking on the header and select ‘edit field description’.

3. Always check the views

On the top left corner, there is a little window which opens a sidebar with different views. Don’t forget to check what are the views pre-formatted as those can be handy :)

I love to create views with filtered data, kanban views to track progress, calendar views to get a timeline at a glance... And of course, once you’ll get a grasp around it all, feel free to create the view which suits you!



In the content calendar table (screenshot above), you can see that I have 8 views created so far. Most of them are grid views per platform or status (in progress, brainstorming, blog and emailing), and I am also using a calendar view, status tracker kanban view and idea form).

All the views use the same data of the table, but they are filtered based on your filter choice.

You can easily switch from view to another by clicking on “views” and then select the view of your choice.

4. Invite your team for free by clicking on ‘share’

The beauty of Airtable is that you can collaborate and your team can contribute to it. If you just want to share a view, without editing permission, click on ‘share a view’.

For more info about the template, please watch my 30-minute tutorial video!

Thank you and enjoy!

For any questions, feel free to email me at mindfulmarketing@ceciledhour.com

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