

Welcome to your Airtable Marketing Template

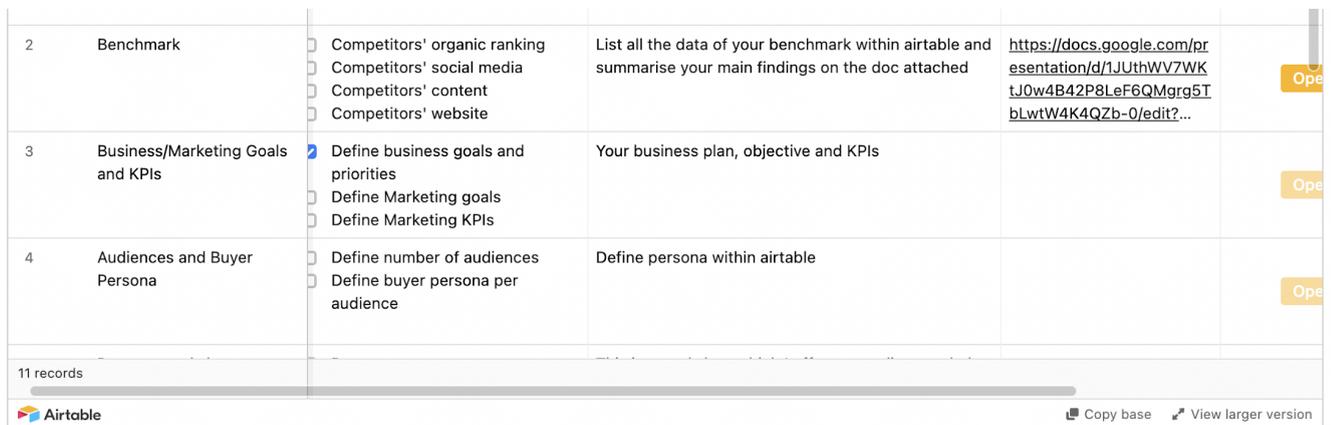
Welcome and thank you for buying your Marketing template. Template you'll find some guidelines on how to use it effectively and feel free to also watch the [30-minute video tutorial again](#).

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.



2	Benchmark	<ul style="list-style-type: none">Competitors' organic rankingCompetitors' social mediaCompetitors' contentCompetitors' website	List all the data of your benchmark within airtable and summarise your main findings on the doc attached	https://docs.google.com/presentation/d/1JUthWV7WKtJ0w4B42P8LeF6QMrg5TbLwtW4K4QZb-0/edit?...	Open
3	Business/Marketing Goals and KPIs	<ul style="list-style-type: none">Define business goals and prioritiesDefine Marketing goalsDefine Marketing KPIs	Your business plan, objective and KPIs		Open
4	Audiences and Buyer Persona	<ul style="list-style-type: none">Define number of audiencesDefine buyer persona per audience	Define persona within airtable		Open

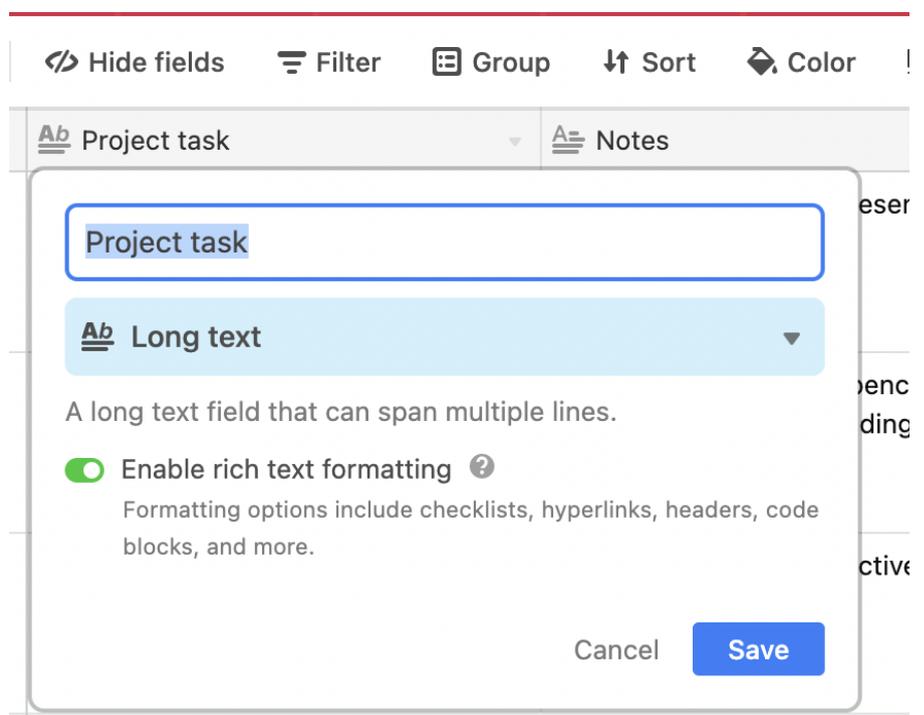
11 records

Airtable Copy base View larger version

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.



Hide fields Filter Group Sort Color

Project task Notes

Project task

Ab Long text

A long text field that can span multiple lines.

Enable rich text formatting ?

Formatting options include checklists, hyperlinks, headers, code blocks, and more.

Cancel Save

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!

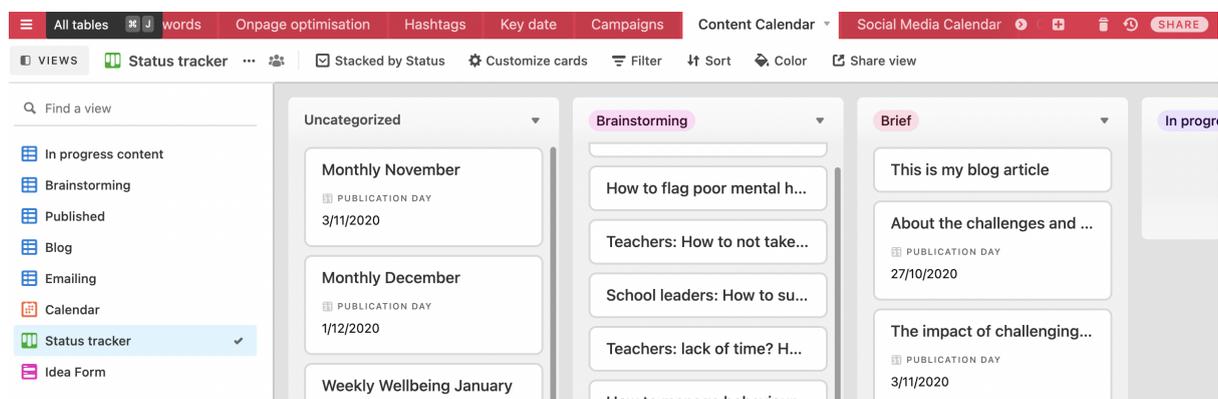
The template is already formatted to help you manage your marketing strategy and projects.

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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