

# Making Every Minute Count

## How to get the most out of your marketing hours

Running a small business takes a lot of time, and we often find ourselves wishing for more hours in the day to get everything done. The good news is with the right tools and strategies, you can get more done in less time. Here are six ways to maximize your time and market your business effectively.

### 01

#### Automate

Save hours each week by automating repetitive tasks like email and SMS campaigns. You can automate campaigns based on a specific list or action trigger.

#### Ideas to try

Find your perfect path – create automated email or text campaigns to celebrate birthdays and anniversaries or welcome new subscribers.

#### Benefits

-  Keeps your audience engaged
-  Improves customer loyalty
-  Increases sales and donations

### 03

#### Design tools

Use design tools to quickly and easily create eye-catching content.

#### Tools to try

Tools like [BrandKit](#) can help streamline your workflow by analyzing your website, pulling in your brand elements, and storing them in your Constant Contact account. Canva makes it easy to design professional-looking graphics, like emails and social posts, even if you aren't a designer. Save your favorite campaigns as templates to easily reuse them in the future and reduce repetitive work.

#### Benefits

-  Shortens the design process
-  Easy creation of professional-looking graphics
-  Consistent branding

#### Landing pages, sign-up forms, lead magnets

### 05

Drive action based on your goals with landing pages, sign-up forms, and lead magnets to easily gather customer details and effectively grow your contact list. Streamline the creation process with landing page and sign-up form templates.

#### Benefits

-  Helps grow your contact list
-  Improves brand awareness
-  Increases customer opt-in and consent
-  Works with your specific business goals

### 02

#### Social Scheduling

Batch your content and schedule social ahead of time. This means you can let your posts fly when your ideal audience is online.

#### Benefits





-  Posts to multiple accounts in one place
-  Maintains a consistent social media presence
-  Provides valuable reporting metrics
-  Reaches your audience when they are engaged and online

### 04

#### Integrations

Integrate your marketing tools for a streamlined workflow. Connecting your CRM, social tools, or e-commerce websites automatically keeps data updated and in sync. Eliminate errors and time lost caused by sifting through windows, toggling between software, and manually uploading data.

#### Benefits




-  More reliable data
-  Reduces errors
-  Streamlines marketing processes
-  Create a centralized work environment

### 06

#### AI tools

Say goodbye to an unfilled content calendar and a blank page. Use AI to generate subject lines, email content, and even multi-channel campaigns with just a couple of prompts and the click of a button.

#### Benefits

-  Save time
-  Increase open rate
-  Fulfill requirements
-  Craft better content
-  Convert more customers

#### Pro Tip

Combine these strategies for maximum impact.

#### For example

Use AI to draft and design an email, generate a matching social graphic, and schedule it all at once!