# Eisenhower Matrix for Marketers

Campaign Clarity in 4 Quadrants

For guidance and digital tool, visit: https://www.eisenhowermatrix.com/templates/eisenhower-matrix-for-marketers/

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| **Do First**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Plan**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Delegate**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Review**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

# How to Use This Matrix in Marketing

This isn't about doing more marketing - it's about doing the right marketing. Use it to focus on activities that drive real business results.

# The Marketing Manager's Quick Sort

1. Will this impact live campaigns or revenue today?
2. Does this build brand, drive leads, or improve customer experience?
3. Can someone else or a tool handle this?

# Remember

• Great marketing requires strategic thinking time
• Busy doesn't mean effective
• Perfect is the enemy of shipped
• Data without action is just numbers
• Your creativity needs space to breathe

# The Marketing Manager's 3-Question Filter

Cut through the noise with these impact-focused questions:

## Question 1: Does this have a hard deadline or will it impact live campaigns?

**If YES:** It's URGENT → Continue to Q2

**If NO:** It's NOT URGENT → Continue to Q2

## Question 2: Will this directly impact revenue, brand, or customer experience?

**If YES:** It's IMPORTANT → Place based on urgency

**If NO:** It's NOT IMPORTANT → Place based on urgency

## Question 3: Can team members, agencies, or automation handle this?

**If YES:** Consider DELEGATING (especially if in Q3)

**If NO:** You need to handle it personally

# Common Marketers Traps to Avoid

## The Everything's Urgent Trap

Treating every request as urgent because someone used the word 'ASAP'.

**Solution:** Define clear criteria for urgency. Real deadlines and revenue impact = urgent. Preferences and nice-to-haves = not urgent.

## The Shiny Object Syndrome

Chasing every new marketing trend or platform because of FOMO.

**Solution:** Evaluate new opportunities against current strategy. If it doesn't align with goals, it goes in Q4.

## The Perfectionism Paralysis

Spending hours perfecting work that's already good enough.

**Solution:** Set 'good enough' standards. Ship at 80% and iterate based on real feedback.

## The Data Overwhelm

Drowning in metrics without actionable insights.

**Solution:** Focus on 3-5 key metrics that directly tie to business objectives. Automate the rest.

# The Marketing Manager's Daily Matrix Routine

10 minutes of planning creates hours of productive work

## Morning (5 minutes)

1. Check campaign calendars for deadlines

2. Review analytics for any red flags

3. List new requests from stakeholders

4. Sort using the 3-question system

5. Block time for one Q2 strategic task

## Afternoon (5 minutes)

1. Update campaign status tracking

2. Move incomplete urgent items to tomorrow

3. Celebrate completed milestones

4. Queue social posts for tomorrow

5. Clear inbox to zero (delegate or delete)