EISENHOWER
MATRIX

Your Marketing Command Center

Campaign Clarity in 4 Quadrants

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

Examples for Each Quadrant

Crisis Mode (Do Now)

Real marketing emergencies requiring immediate attention

- **Campaign launching today** – Revenue and reputation depend on timely execution
- **Website/landing page down** – Every minute costs conversions and damages brand
- **PR crisis response** – Brand reputation requires immediate action
- **Broken email campaign** – Fix before more customers see errors
- **CEO needs metrics for board meeting** – Executive visibility drives support and budget

Strategy Zone (Schedule It)

High-impact work that builds marketing success

- **Annual marketing strategy** – Sets direction for all activities and budget
- **Customer persona research** – Better targeting improves all campaign ROI
- **Brand messaging framework** – Consistency multiplies marketing impact
- **Marketing automation setup** – Scales your impact without adding hours
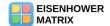- **Team skill development** – Stronger team delivers better results

Delegate Zone (Find Leverage)

Routine tasks others can handle

- **Social media scheduling** – Use tools or junior team members
- **Basic reporting pulls** – Automate with dashboards or analyst help
- **Email list uploads** – Admin or coordinator task
- **Stock photo research** – Intern or designer responsibility
- **Meeting note distribution** – Administrative support task

Eliminate Zone (Just Say No)

Time wasters that don't drive results

- **Perfecting already-good creative** – 80/20 rule – ship and iterate

- **Vanity metrics reporting** – Focus on metrics that matter to business

- **Every marketing webinar** – Be selective about learning opportunities

- **Redesigning internal templates** – If it works, don't fix it

- **Non-strategic vendor meetings** – Protect your time from sales pitches

Common Teacher 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.

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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)