

Tips and Tricks to Boost Your Marketing and Sales Productivity

Running a business can be overwhelming because so many tasks need to be completed. You know that marketing and sales tasks are often the most important to building and growing your business. However, multiple tasks fall under that umbrella, such as administrative tasks, design and creative tasks. Not to mention staying in front of your potential customers on social media. All these tasks can cause stress when they don't get done.

When you're stressed, your productivity begins to fall off. So how do you combat this vicious cycle? You do it by implementing simple strategies to boost your productivity. You don't have to make big changes or spend tons of money to be more productive. Simply organizing your workspace and your desktop can help you find things easier. Implementing systems and programs to automate work is another option.

Let's look at the best tips and tricks you can use to boost your marketing and sales productivity.

Strategies to Boost Productivity

I get it. You sit down at your computer each day and look at your to-do list for latest marketing campaign. You start checking your emails only to see you have over 500 to read. Then you get a notification your client wants to chat on Facebook. Before you know it, half the day's gone and you haven't accomplished anything on your list.

You're stressed just to get everything done. You don't have to be stressed over getting everything done in your business. Implementing these tricks into your daily routine can make a big difference in how productive you can be.

I want to share a list of productivity hacks you can use to become a more efficient marketer.

1. Get laser focused on the important tasks. Focus on the tasks that have the highest impact for your business and delegate the rest. Know what those tasks are.
2. Change your wake up time. Get up earlier. Spend the time having a healthy breakfast, reading industry news and exercising. Then you can spend your normal working hours focusing on the things you need to do in your business.
3. Set up time blocks in your calendar to work on each task. Set up blocks of 30 minute to 2 hours at a time to work. Don't schedule meetings during your most productive time, often mornings.
4. Block out distractions. Marketers are constantly bombarded with emails, Facebook, meetings, and even multitasking. It's easy to get distracted by email, social media, calls, meetings, even the news. Instead, turn off notifications, log out of social media, turn off radios, and mute your phone while you work.

5. Focus on one task at a time. Forget multitasking. Set a timer to work on one specific task for a set amount of time.
6. Create routines. A morning routine has been used by successful people for years. Set up your morning routine with specific processes to help you gain focus and be more productive. Your morning routine could include a regular wake up time, drinking water, a healthy breakfast, exercising, meditating, and stretching. Reading for an hour and writing in your journal help you clear your mind while going over your to-do list for the day prepares you for what you need to do.
7. Get out and exercise daily. Most business owners tend to spend a big part of their day in front of computers. Getting outdoors for a few minutes every few hours can refresh and reboot your physical and mental energy. You also need to do some form of exercise every day. Exercise can help you be more productive and lower stress as well.
8. Focus on what motivates you. Why do you do what you do? Focusing on the why helps you find the energy to keep working, even if you are stressed or tired.
9. Optimize of your to-do list. Classic to-do lists are often never ending. Be realistic on what you can actually accomplish, do the tasks only you can do and delegate the rest. Create 3 to 5 tasks for the day. No more. Then schedule them into your calendar using time blocking.
10. Eliminate administrative tasks. You can automate many of them saving you a few minutes here and there. Others can be outsourced or delegated to someone else.
11. Communicate effectively to keep productivity moving. Communicating online through a central communication system keeps all members of the informed on what is happening.
12. Use a sales template. Develop sales templates you can use on the phone or in emails or social media that you can plug in your information and use. Spend about 30 minutes a day developing the different types of templates like email templates, you need to make sales more manageable.
13. Make every piece of content work harder. You can save time and money by having every piece of content does double duty. Content can be repurposed in multiple ways. Repurpose blog posts into social media posts, videos, or reports. Turn webinars into reports or slideshows. Turn sales pages into sales templates.
14. Break up your worktime with breaks. Adding breaks throughout the day allows your mind some time to refresh. Use the Pomodoro Technique to create 25 minutes of focused work followed by a 5 minute break.
15. Use email responsibly. Streamline your email time to free up time and resources. Don't answer emails as they come in. Instead, set a specific time in your day to go through and clean your inbox. You can use a tool like Mailstrom to group related messages to make it easier to respond to the important emails first. It also features a silent function, so you can set it to be notified of new emails at a specific time. Use it to unsubscribe from old or unwanted list and update your retention settings.
16. Use time management software to keep track of where you might be wasting time.

17. Establish systems and processes. Processes allow you to be more efficient by having a system for mundane and repetitive tasks. Create ongoing checklists for things like content creation, social media management and other tasks that are repetitive. These checklists can be set up with daily, weekly, monthly, and quarterly tasks that need to be met.
18. Do your most important tasks first thing every day. Complete the most important task first thing in the morning. You'll get a sense of accomplishment. Then you'll be able to focus on your secondary tasks easier knowing you've already completed the critical task.
19. Get plenty of sleep and rest. They are important to keeping your productivity level high. Set up a nightly routine for getting your mind away from work. Turn off devices an hour before bedtime. Get at least 8 hours of sleep.
20. Focus on small steps. Focusing on one small step you need to do toward a big project instead of all the thinking about everything that needs to be done helps you decrease stress. Slow down and take small steps to help you concentrate.
21. Schedule your social media time. Checking and responding to social media posts while trying to finish a task can eat up time and break your concentration. Instead, set a specific time to check your feeds.
22. Concentrate on the process. Overthinking and analyzing the outcome of what might happen can rob you of being productive. Instead, research and prepare for the task.
23. Know when to get help. If you have a task your unsure how to do, find someone who can help you. This saves you time in several ways including having to redo it later.
24. Along the same lines, delegate and outsource tasks you aren't high profit for you. The tedious tasks and ones that require specific skills will be more productive if done by others qualified to do them.
25. Set realistic goals. Set a deadline for the goal and stick to it. Then create a plan to work on tasks each day to get you to that goal.
26. Prepare ahead for the next day. Before quitting work each day, write out a quick list of tasks you want to accomplish the next day. Jot down any ideas you want to explore as well.
27. Automate certain tasks. Automate tasks like scheduling calls, social media posting or content marketing tasks. Use tools like automated social media tools to create and schedule posts weeks ahead of time.

Use these twenty-seven strategies to begin making your sales and marketing more productive and life a little less stressed.

Bonus Productivity Tips

These general productivity tricks can be used for every aspect of your business or life. Learn and memorize what the keyboard shortcuts are. These shortcuts can save you a bunch of time. Take the time to learn the major shortcuts for Microsoft Word, Adobe Photoshop, or whatever program you use.

Organize your computer. Clean up your desktop and organize folders so it's easier to find stuff when you need it. Empty the trash folder and turn off your computer at night.

Use old fashioned pen and paper to create you list and write in your journal. It can be cathartic to cross of tasks on your to do list.

Be realistic about how you do time management. Time blocks are great for structuring your day. However, if you are unrealistic about how long it takes to finish projects you are setting yourself up for disappointment.

Tools for Better Productivity

Marketing and sales for any entrepreneur is filled with many processes, tasks, and jobs. It includes writing, social media management, research, completing administrative tasks, developing sales funnels, and keeping in front of potential clients.

That's why using automation tools developed specifically for certain tasks help you be more productive and efficient. Everything from research to project management to scheduling can be automated.

This list is just a small portion of what's available to keep you organized and make progress.

Tools for market research

Google Keyword Planner is an easy to use search-engine optimization tool, useful in researching keywords and creating marketing campaigns

SEMrush allows you to improve your advertising strategies by analyzing your competition and the market in general.

Content Insight is a content analysis tool that gives you information on page performance.

Searchmetrics provides SEO analysis to help optimize your content strategy, making your content more easily found by your target audience.

Project planning software

Asana is a tool that lets you create and assign tasks to team members. Boards can be customized and categorized by status.

Basecamp is another project management tool you can use to assign tasks and keep track of team members.

Deekit is a whiteboard tool that lets your team add shapes, drawings, and media to themed boards. This is ideal for brainstorming ideas.

Omnifocus is designed specifically to run on Mac and mobile devices running on iOS. You can organize, manage, or delegate tasks and individual projects. Features include locations, notes, context and due dates. You can structure projects in a specific timeline.

Freedcamp is for project planning, organization and the actions taken. You can share project to-dos, files and have discussions with team members.

Wrike is a project management platform that allows your team to have real-time collaboration, share documents and offers a built-in news feed so everyone is informed of what is going on.

Task management software

Trello allows you to track project status using boards and cards. Tasks can be categorized and added easily with drag-and-drop capability. Boards are shared with team members.

Float is designed to help teams manage and plan resources for working on collaborative projects. It is a drag-and-drop interface for sharing what everyone is working on, when and how long.

Wunderlist is a general to-do management app that helps you run your day by keeping your personal and professional life synced. It schedules tasks and tracks the time it takes to do them.

Productivity tools

Google Suite includes Google Drive, Google Docs, and Google spreadsheets make it easy to edit and share different types of files so team members can share notes within documents. Zirtual is a virtual personal assistant who will take care of your scheduling, calendaring, manage your inbox and give your team a hand.

Evernote is a mobile app you can use to make notes, organizes photos and set reminders. You can upload attachments and clip web articles to read later. It syncs across all your desktop and mobile devices.

PandaDoc lets you modify and personal your proposals for each client so you get their attention. Workflow helps you transition from one task to the next. It's a one click or tap process.

Pushbullet syncs your computer with your phone so you can eliminate switching between the two while you are working. It lets you view your phone apps on your computer screen.

Social Media Management Tools

HootSuite is an older management tool but still works well. It's helpful for managing different social media accounts. You can monitor your activity in one dashboard to schedule posts, delegate social media tasks to others, and organize Twitter lists.

Buffer is another social media management tool that can help you automate some of your tasks. It's easy to schedule and share articles to your social media accounts.

IFTTT stands for If This Then That. It lets you craft what they call "recipes" so various apps and services connect and work together, for instance, uploading Instagram photos to your Google Drive.

Time/Habit Tracking tools

Toggl is a simple time tracker tool. It's easy to use; just click the Toggl button and the timer starts. Toggl lets you look at reports and see how much time you spent on different projects.

Rescue Time is like Toggl except it has some more advanced features. It tracks what programs and websites you spend the most time on.

Today is a habit tracker that lets you customize the dashboard to help you set your priorities according to what's important to you.

Copywriting/content creation

Outsourcing sites like Upwork are ideal for finding writers to outsource to.

LinkedIn is also a good place to look for freelance writers.

Hemingway is a tool that checks your grammar and highlights potential sentence problems.

aWriter is a minimal writing application that good for distraction free writing.

GoodNotes is a note taking app that combines drawing and notes.

Focus tools

Stay Focused is a free Chrome extension. It restricts the time you spend on time wasting websites such as Facebook. You can customize it to choose specific pages of a website or an entire website to block or to block for a certain amount of time.

30/30 is a task manager app that helps you focus. The idea is simple. Work for 30 minutes focused on a single task without any distractions. When time is up you take a break and do something else for 30 minutes. Then you rinse and repeat.

Scheduling tools

Calendly is an appointment scheduling tool that allows you to upload your availability in one pass then embed the link in emails or your website. It integrates with most popular calendar applications, offers flexible scheduling options and gives you control over when and how often appointments can be made.

FollowupCC is both an email tracker and a scheduler. You can customize contact lists, adding notes and insights so you always have crucial information about clients in front of you. You can set up reminders for various tasks and emails you've scheduled to go out.

Password Assistance

LastPass is a secure app that remembers all your passwords so you don't have to remember them or constantly be resetting them.

Email management

SaneBox analyzes your email activity to determine which emails matter to you and which don't. It then moves less emails into their @SaneLater folder that shows up in your inbox. You can retrieve the emails whenever you want.

Mailchimp is an email marketing service that allows you to communicate with clients and prospects through its autoresponder. You can create email marketing campaigns, your own newsletter, and customize your mailing list.

Using just a couple of these apps can greatly improve your productivity. Take the time to learn how to use them so they work with your working style.

Here's What to Do Next

Now that you've gotten some great tips on being more productive so you can boost your marketing and sales output, it's time to put them into action. Begin by deciding which ones are right for you and try using them for a few days. Track how much difference it makes in your productivity. Keep tweaking and changing how you do things until you're being your most productive.

Here are a few more tips for you to implement.

- Set up your work space so that it is welcoming for you to work in. Add a few personal touches to your desk, put up inspiring artwork and add a plant or two. Get a comfortable chair to help you be more likely to continue for longer periods.
- Create a schedule and stick to it with set working hours. Start and end your day as often as possible on the same schedule. Be sure to schedule in breaks and lunch times.
- Keep things neat and organized. Keep your desk clear of unnecessary items and the room clutter free. Keep a planner or calendar handy.

- Plan your day/week/month according to your goals. Knowing what you are working towards helps you stay on track with your tasks.

It doesn't have to be overwhelming trying to get all the tasks completed to make your business a success. Using the right techniques, asking for help, and using helpful resources can make a big difference in the boost you need to make your marketing and sales productive.