

ALL IN

GOOD

TIME

A Day-in-the-Life of the World's Smartest Marketer

Intelligent people can solve complex problems every day. But smart people utilize smart tools to help them accomplish more at a higher level.

Let's look at what a tool like Cinch can do for digital marketers today—and how it compares to managing your marketing without it.

Typical Day Going It Alone

- 6:00 a.m. Your phone is blowing up before you're even out of bed
- 7:00 a.m. Rush to the office and dive into the first emergency of the day
- 8:11 a.m. A campaign workflow is broken, sales have slowed down
- 8:30 a.m. Start troubleshooting while chugging cold coffee from the breakroom
- 10:30 a.m. Review upcoming projects, delegate tasks to contributors
- 11:00 a.m. Give creative feedback on upcoming campaigns
- 12:00 p.m. Snack on almonds through lunch, also from the breakroom
- 12:30 p.m. Sales are still slow, brainstorm with your team for solutions
- 1:13 p.m. Someone posts a one-star review online, work with customer service to resolve it
- 2:00 p.m. Meet with executive team to talk through slowing sales
- 3:00 p.m. Monthly meeting with CEO
- 4:00 p.m. Review current campaign data and analytics, reports are messy and inaccurate
- 5:00 p.m. Start revenue and ROI presentation slide deck for upcoming board meeting, do your best with missing data
- 6:30 p.m. Head home to finish the presentation after dinner

Typical Day with Cinch

- 6:00 a.m. Start your day with quiet time while sipping fresh coffee
- 7:30 a.m. Head to the office
- 8:00 a.m. Check automated text, email, and direct mail campaigns, everything is working smoothly
- 9:00 a.m. Review upcoming projects, give creative feedback to contributors, delegate tasks
- 10:00 a.m. Pull comprehensive stats for upcoming revenue and ROI presentation from Cinch analytics dashboards
- 11:00 a.m. Finish presentation slide deck for upcoming board meeting
- 12:00 p.m. Treat your newest contributor to lunch out
- 1:13 p.m. Someone leaves a one-star review online, but your reputation management automation already sent the issue to customer service
- 1:15 p.m. Watch an industry webinar
- 2:00 p.m. Meet with executive team to report on growth rates
- 3:00 p.m. Monthly meeting with CEO
- 4:00 p.m. Notice sales are dipping, activate Service Reminder journey targeting broader customer segment
- 4:30 p.m. Watch sales increase across business locations
- 5:00 p.m. Head to happy hour