

Matt's Daily Do List

Updated 2.1.19

Follow-Up

- Yesterday's schedule
 - Follow-ups & LinkedIn requests
- Thank you notes & chochkie mailings
- Gratitude from yesterday
- Process & scan all notes

Networking

- Happy birthdays
- Sprout Social triage
- LinkedIn invite/status update triage
- Phone calls
- Scan Instagram for updates

Prospecting

- Named Account updates
 - SFDC leads/activity
 - FirstRain triggers
 - Twitter activity/engagement
 - LinkedIn Sales Navigator filters
 - Email content samples
 - New hires
- Named Account CMOs
 - Sales Pipeline Radio invites
 - How I Work invites
 - Book Club campaign additions
- Look for new Named Account targets
- 1st connections in new jobs
- Content-centric trigger events
 - ABM groups/keywords
 - MPM groups/keywords
 - Western US new B2B marketing executives

Content Curation/Buffer refill

- Newsletter/email summaries
- Feedly

Content Creation

- New blog posts/topics
- New LinkedIn posts

- How I Work & App of the Week candidates
- Comments (blog posts, LinkedIn updates)

Learning

- Read today's WSJ & Seattle Times
- Daily briefings
- Feedly

Mail & Task Processing

- Check Slack (Heinz, EO, CMOs)
- Check Gmail
- Process Moleskine to-do's
- Check voicemail/text messages
- Process @Action folder