

# Analysis: Workflow Time + Cost Comparison Without Vs. With Using a Content Marketing Platform (CMP)

Project: Typical 600-Word Blog Post

Task	Time Without CMP	Time With CMP	CMP Benefits
Research and Write Blog	57	57	Write blog directly in platform
Create Email and Send Blog for Approval 1	3	0	Blog is already there, so notifications are automated  No need to work with Word files and re-save new versions
Receive Email Back, Accept/Reject/Make Edits, Create and Save New File	20	11	
Create Email and Send New File for Copy Edit	3	0	
Receive Email Back, Accept/Reject/Make Edits, Create and Save New File	10	4	
Create Email and Send Blog for Final Content Edit	3	0	
Receive Email Back, Accept/Reject/Make Edits, Create and Save New File	8	4	
Create WordPress Post Basics	7	0	Blog is already in CMP and will later tie to hosting platform
Load Actual Content and Format Into WordPress	15	0	
Send Email Ideas to Coordinate Photo Selection	5	2	Notifications for photo needed are automated; communicate concepts in CMP  Photo is loaded directly into CMP
Complete Photo Research	17	17	
Receive Email back, choose photo	6	3	
Send Email indicating photo to purchase/load	3	0	
Open WordPress or CMP and Load Photo into Asset Library, Attach to Blog	7	7	
Final Review: Format and Edit Content	12	0	Tasks already completed in CMP
Publish Blog	3	0	Publishing is automated. Plus, you don't forget to publish!

**TOTAL MINUTES    179            105**

## SUMMARY

Manual Steps Saved Per Blog Post:	<b>8</b>
Staff Minutes Saved Per Blog Post	<b>74</b>
Staff Minutes Saved Per Week (Assumption = 3 Blog Posts/Wk)	<b>222</b>
Minutes Saved Per Year (52 Weeks)	<b>11,544</b>
Hours Saved Per Year	<b>192.4</b>
Weeks Saved Per Year	<b>4.81</b>
Value of Time Save Per Year (@\$30/hour)	<b>\$5,772*</b>

\*Note that this figure is just on blog production. Layer on time and work efficiencies for other content formats and watch the savings grow.