

The CEO's Marketing Delegation Cheat Sheet:

What You Shouldn't Be Doing (and How to Stop Doing It)



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CEO + Founder of Online Business Marketing

100 Marketing Tasks

CEOs and Business Owners Shouldn't Be Doing

Marketing Strategy & Planning

1. Researching competitors and analysing their offers
2. Gathering data for marketing strategy and planning
3. Collecting brand assets, fonts, and colour codes
4. Creating monthly or quarterly marketing calendars
5. Scheduling social and email campaigns
6. Tracking and documenting campaign performance
7. Managing marketing tools like CRM, schedulers, and email systems
8. Updating SOPs, checklists, and templates
9. Preparing reports and dashboards for review
10. Setting up automation workflows and tags
11. Documenting client avatars, pain points, and keywords
12. Organising meeting notes and action summaries

Website & SEO

13. Updating website copy and formatting pages
14. Uploading blogs and adding featured images
15. Editing metadata (titles, descriptions, alt text)
16. Monitoring site speed and technical SEO
17. Adding internal links and new pages
18. Uploading testimonials, case studies, or FAQs
19. Managing plugin updates, backups, and maintenance
20. Reviewing Google Analytics and Search Console data
21. Adding pixels, tracking codes, and conversion events

Social Media Management

22. Creating Canva graphics and templates
23. Designing carousels and story slides
24. Writing captions and hashtags
25. Scheduling posts in Meta Business Suite, LinkedIn, etc.
26. Responding to comments and DMs
27. Researching trending audio for Reels and TikToks
28. Engaging with other pages to increase visibility
29. Creating post-performance summaries
30. Repurposing content across multiple platforms
31. Managing link-in-bio tools and tracking links

Email Marketing & Automation

32. Building newsletters and campaign emails
33. Scheduling email sends and automations
34. Managing contact lists and tagging segments
35. Creating welcome or nurture sequences
36. Testing links, images, and subject lines
37. Tracking open rates, CTRs, and unsubscribes
38. Sending event reminders and follow-ups
39. Managing deliverability and spam reports

Lead Generation & Funnel Management

40. Creating opt-in forms, thank-you pages, and pop-ups
41. Building funnels for lead magnets and webinars
42. Testing forms, triggers, and automations
43. Managing CRM pipelines and task workflows
44. Sending follow-up SMS or email sequences
45. Tracking and reporting lead sources
46. Uploading new leads to the CRM database
47. Creating appointment booking links and workflows
48. Testing funnel functionality end-to-end

100 Marketing Tasks

CEOs and Business Owners Shouldn't Be Doing

Advertising & Analytics

- 49. Researching keywords and audiences for ads
- 50. Creating multiple ad copy variations
- 51. Designing ad graphics and creatives
- 52. Setting up Facebook, Google, and LinkedIn ads
- 53. Adding UTM parameters and tracking pixels
- 54. Monitoring campaign performance and ROI
- 55. Adjusting bids, targeting, and placements
- 56. Reporting weekly ad spend and results

Content Marketing & Blogs

- 57. Researching SEO keywords and blog topics
- 58. Drafting, editing, and formatting blog posts
- 59. Uploading and publishing content in CMS
- 60. Sourcing stock or internal images
- 61. Creating blog thumbnails and social snippets
- 62. Repurposing blogs into social posts and emails
- 63. Updating links and optimising for SEO
- 64. Managing guest blog submissions and bios
- 65. Refreshing older blogs for improved ranking

Google Business, Directory & Local SEO

- 66. Updating Google Business listings and posts
- 67. Adding new photos, videos, and offers
- 68. Responding to reviews and messages
- 69. Updating service areas and categories
- 70. Adding products and descriptions
- 71. Submitting to business directories
- 72. Monitoring local insights (calls, clicks, views)

Partnerships & Outreach

- 73. Researching podcasts and JV opportunities
- 74. Building media or outreach lists
- 75. Writing and sending collaboration emails
- 76. Following up with potential partners
- 77. Booking podcast or JV calls
- 78. Maintaining a partnerships CRM or spreadsheet
- 79. Tracking response rates and conversions
- 80. Adding events to local or online calendars

AI, Research & Creative Support

- 81. Using AI tools (ChatGPT, Jasper, etc.) for first drafts
- 82. Refining prompts and saving useful ones
- 83. Editing AI content to match brand tone
- 84. Creating an "approved prompts" library
- 85. Testing AI tools for new efficiencies
- 86. Building idea banks from AI suggestions
- 87. Summarising long content using AI
- 88. Maintaining an AI workflow and usage policy

Reporting & Data

- 89. Collecting metrics from Google, Meta, and CRM dashboards
- 90. Updating weekly or monthly KPI sheets
- 91. Creating visual reports and presentations
- 92. Tracking conversions and ROI trends
- 93. Noting recommendations for improvement
- 94. Preparing discussion points for review meetings

Project & Time Management

- 95. Tracking marketing deadlines and deliverables
- 96. Running weekly marketing meetings
- 97. Following up on incomplete or delayed tasks
- 98. Managing communication between team members
- 99. Keeping Asana, Trello, or ClickUp updated
- 100. Documenting marketing wins and learnings

- ? Are you still doing any of these tasks even though you have a VA?
- ? Or maybe you're feeling overwhelmed or still micromanaging your marketing?
- ? You don't have a marketing problem, you have a delegation and framework problem.
- ? The next step isn't hiring another person, it's creating a system that makes marketing work without you.

Delegation isn't about working harder...
it's about making your marketing
easier to manage.

These next frameworks will help you
hand off work confidently, regain your time,
and build a team that delivers results
without constant direction.



Be clear on what to delegate

Step 1: Identify energy-draining tasks

- Circle the tasks that make you sigh, procrastinate, or avoid
- Note what you dread doing, even if you're good at it
- Be honest: if you had unlimited support, what would you never touch again?

Step 2: Use this simple grid

Task	Do you enjoy it?	Are you good at it?	Delegate / Keep
e.g. Scheduling posts	No	Yes	Delegate
e.g. Client meetings	Yes	Yes	Keep

Guidelines:

- ✗ No + No → Delegate immediately
- 🌀 No + Yes → Delegate soon (this is where burnout hides)
- 🌟 Yes + Yes → Keep (this is your genius zone)
- 🧐 Yes + No → Keep for now, or share with someone who can help you grow

Choose the right person

Don't delegate based on "who's free". Delegate based on fit.

For each task, match:

- 🧩 Skill set – detail-focused, creative, analytical, people-person, etc.
- 🕒 Capacity – do they realistically have the time?
- 💡 Interest – will this task grow them too?

Example:

Task	Ideal Skill Set	Team Member	Capacity Check	Confirmed Owner
e.g. Analytics report	Detail-oriented, reliable	Brooke	Yes	Brooke

Quick checks to ask before assigning:

- "Is this clear enough for them to start without me?"
- "Is this the best person for this, or just the closest?"
- "Does this task help them grow into their role?"

The Delegation Wheel

Follow these five steps for smoother hand-offs
(and fewer “quick questions”)



1. Choose wisely 🧐

Pick the right task and the right person.

- Delegate tasks, not outcomes (e.g. “own the weekly email report”)
- Start with low-risk tasks and build trust
- Be clear on whether this is one-off or ongoing

2. Explain clearly

Share context, goals, and desired results.

- Why this task matters to the business
- Who it's for (audience) and what success looks like
- Any non-negotiables (brand, tone, deadlines, approvals)

3. Set expectations ✓

Outline timelines and success measures.

- When is it due? What format?
- What tools/resources should they use?
- How will you measure success – leads, clicks, bookings, revenue, etc.?

4. Monitor progress

Check in regularly – but don't micromanage.

- Agree when to update you (e.g. weekly summary, dashboard)
- Ask “What do you need from me to keep moving?”
- Look for patterns, not perfection

5. Provide feedback

Recognise good work and refine together.

- Call out what they did well (so they can repeat it)
- Clarify what to improve next time
- Treat mistakes as training, not blame

Smart Delegation Rules

Use these quick filters when you're unsure whether to keep or pass something on.

Rule	Meaning	Quick Example
Time-Value Rule	Know what your hour is worth; delegate lower-value tasks.	If your time is worth \$300/hr, don't spend it formatting slides.
80/20 Rule	80% of results come from 20% of efforts - keep your top 20%.	Keep strategy calls; delegate admin follow-ups.
70% Rule	If someone can do it 70% as well as you, delegate and coach.	Let your VA manage posting; you review outcomes.

Smart Delegation Rules

Time-Value Rule

Know what your hour is worth; delegate lower-value tasks.

- If your hour is worth \$300+, don't spend it formatting slides
- Ask: "Would I pay a consultant my rate to do this?"
- If not, it's a delegation candidate

Smart Delegation Rules

80/20 Rule

80% of results come from 20% of efforts – protect your top 20%.

- Keep high-value activities: strategy, relationships, sales conversations
- Delegate admin, formatting, and repetitive tasks
- Review monthly: what's driving most of your revenue? Do more of that.

Smart Delegation Rules

70% Rule

If someone can do it 70% as well as you, delegate and coach.

- Perfectionism is slowing your growth
- Let them do the first draft; you refine the result
- Over time, that 70% becomes 90%+ with feedback

Smart Delegation Rules

\$10 / \$100 / \$1,000 Task Rule

- \$10 tasks = admin, formatting, uploading → delegate
- \$100 tasks = implementation, optimisation, reporting → your team
- \$1,000+ tasks = strategy, offers, partnerships → you

Whenever you hesitate, ask:

“Is this worth my energy or can someone do it 70% as well?”

Mindset Reset

Delegation is a leadership strategy, not a loss of control.

Keep this page visible.

Revisit it whenever you feel yourself slipping back into “doer mode.”

Old Belief

“It’s faster if I do it.”

“They’ll never do it like me.”

“Delegation = chaos.”

Upgrade

“It’s smarter if I systemise it once.”

“They’ll grow with clear direction.”

“Delegation = clarity + capacity.”

Your Next Steps ✓

- 💡 Pick 5–10 tasks from this list to delegate this month
- 🙌 Book a call with your marketing doer/VA to walk through them
- 🕒 Set up a simple weekly rhythm: 1 short meeting + 1 report
- 🧩 Keep tweaking the system – not doing the tasks yourself

You don't need to find a marketing unicorn...
You need to create one. ✨

Before & After: From Bottleneck to Marketing Machine 🌟🔥

Before: marketing relied on you, whether you were doing it yourself or constantly directing your team.

After: you now know what to delegate, who to trust, and how to systemise.

Without a framework, you stay the **BOTTLENECK.**

With a proper framework, YOU or YOUR marketing doer show up as results-driven, consistent, and impactful... instead of duct-taping marketing because there's no clear system



Guided by Chantal Gerardy, award-winning marketing strategist with 15 years in marketing, 300+ reviews, 500 business owners coached, and 400 VAs trained in building meaningful, profitable, easy-to-manage marketing systems.

Let me look at your marketing and give you some tips!



You don't need to find a marketing unicorn, you need to create one.

