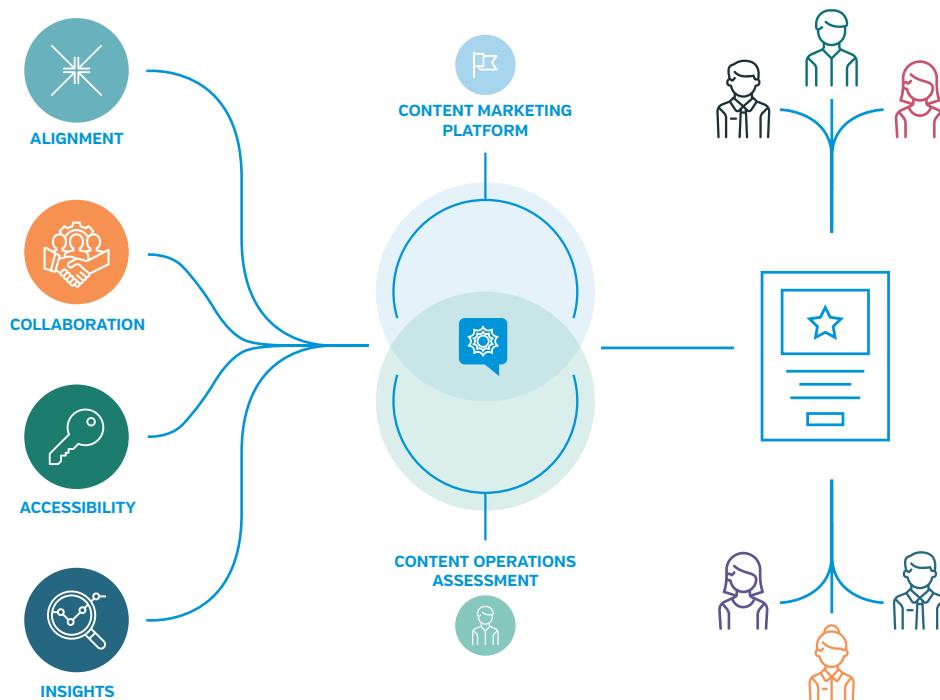


Content Operations Maturity Assessment

Get Clarity on the Barriers Between You and a Successful Content Operation

We've worked with thousands of B2B marketers. We know the challenges presented by digital transformation are driving ever-growing investments in marketing technology—but experience has taught us that inserting new technology into broken business processes doesn't add value or increase marketing's impact. When an organization purchases software, they're not just buying a new tool. They're changing the unique combination of people, processes, and technology responsible for achieving business outcomes.

The Content Operations Maturity Assessment provides an opportunity to consider how well your content strategy, business processes, and MarTech stack support your marketing goals. By establishing baselines for the maturity of your planning, production, distribution, and analysis of content, we'll help you surface both strengths and challenges in your content operation. You'll also discover opportunities to improve or change how you manage the content that is vital to building trust and influence with your customers.



“The content operations workshop discussion provided the most in-depth, richly productive, and thought provoking content strategy conversations that I have had in my career.”

-Jessica Vose, Director of Content at Cylance

What Outcomes and Value Does the Assessment Provide?

The Content Operations Maturity Assessment enables stakeholders from marketing and sales teams to:

- + Gain a clearer understanding of your current-state content operation
- + Assess baseline maturity in key areas including content planning, production, distribution, analysis, strategy, and MarTech stack
- + Surface pain points and weaknesses in the governance, orchestration, and execution of the jobs to be done in your content operation
- + Consider perspectives from other stakeholders on how content is managed in your organization

After completion of the Content Operations Maturity Assessment, our Professional Services team will provide you with:

- + Assessment results that measure content operations maturity
- + Comprehensive documentation of your current-state content operation which serves to level-set the need for change, opportunities for improvement, and future action items
- + Tailored recommendations to address priority and low-performing areas of your content operation

Plan for Long-term Success at Scale

The Content Operations Maturity Assessment is designed to be repeated every 12-24 months to re-assess content operations performance and guide priorities for large and long-term transformation initiatives.

	Plan	Produce	Distribute	Analyze
Governance	Align themes and budget with strategy	Green-light execution & manage escalations	Ensure alignment to strategy and targets	Assess returns on strategy and tactics to inform planning
Orchestration	Orchestrate integrated planning	Provide visibility and coordination across teams	Compile and personalize journeys	Assess operational health
Execution	Build asset level plans	Create and contextualize content at scale	Publish and amplify	Analyze performance

Customer-centric Strategy | Strategic Taxonomy | Integrated Martech Stack

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



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