

Let's Celebrate Your Success

Big or small, Kapost wants to hear about all of your marketing victories.

At Kapost, we're more than a content operation platform; we're strategists, first-class support, business architects, B2B marketing experts, your partner, your friend, and your biggest cheerleader.

That's why we want to give you opportunities to shine. Collaborate with us on a case study, presentation, webinar, and more. We'll work together to make sure it tells your story and shows the world how you're an expert in content operations. Kapost talks enough about Kapost; we want to talk about you and your content operation.



Opportunities to Collaborate



"Kapost has become so useful to the point that I don't even have to work hands-on in it. I can act as a consultant and an auditor and make sure I'm there for high-level problems and issues. But the day-to-day can actually be handled by the sector leads themselves."

Tara Dunn

Inbound Marketing Strategy Lead / IBM Big Data & Analytics Hub Editor in Chief at IBM

Share a Quote

Where do you find the most value in Kapost, and what about us would you recommend to someone else? We want to share your words with Kapost customers and prospects. We talk enough—your peers want to hear from you.

Send a quote you approve for publishing on our website and marketing collateral. We'll share it in places where people can see that yours is the real success story.

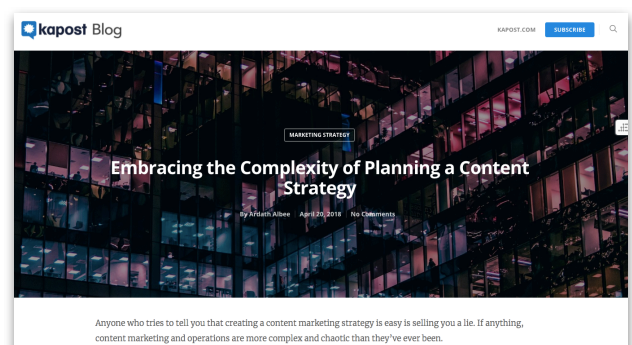
Time investment: 10 minutes

Write a Guest Blog Post

Create a thought leadership post for the Kapost Marketeer blog and position yourself as an expert to our ~100,000 views/month. This isn't a blog about Kapost—it's about you! Write about something you're passionate about—anything you think B2B markets should know!

Your peers are eager to hear how you escaped the content chaos. Work directly with our content manager to develop a topic, outline, and timeline, and then get writing! We'll even assist in the writing if you don't have the time.

Time investment: 1-2 hours





The Best of the Best in B2B Content Operations

The Kapost Customer Awards recognize the leading content operations and the thought-leaders behind them. Partnering with Kapost, these teams are redefining success with cross-team alignment, integrated campaign strategies, and high-quality content. These are the operations to learn from in 2017—and to keep your eye on in 2018. Read their stories to discover what sets the best content operations apart from the rest.

Star in a Case Study

You're a content operation and Kapost rockstar—we want to share that with the world! Let's do a case study together to show what an innovative team can do with the power of Kapost. Note: This is much more focused on your business than Kapost.

Let's hop on the phone to chat about your story, or answer a short written survey. We'll draft the case study and send it to you for approval. Kapost will publish your case study on our website and promote through our blog, social media, and other marketing collateral.

Time investment: 1-2 hours

Share Your Story in a Video

We know you're a great speaker—and we want to hear your voice. This video is about you and your content operation thought leadership. It's not a Kapost pitch; it's an opportunity for you to teach and preach best practices. We'll collaborate on questions ahead of time and support you walking through the answer.

We will come to you to shoot a short video where you feel comfortable. Expect filming to take an hour to produce a one- to five-minute video

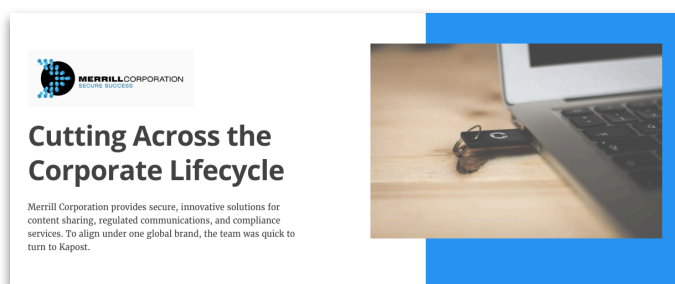
Time investment: 1-3 hours

Share a Successful Campaign

Did you recently launch a campaign you're proud of? We'd love to share your success with our large network of marketers! Chat with us about your campaign, or send details and photos. We'll draft a summary of your success and send it to you to approve for publishing.

Kapost will publish your campaign blurb on our blog and social media with visibility to ~100,000 viewers/month. Your marketing peers will see it and look to you as a leader in the field.

Time investment: 1 hour



Host a Webinar

Showcase your expertise to a wide audience by co-hosting a webinar. We want to hear and share your thought leadership. Coordinate with our advocacy and content team to identify a marketing topic (a challenge you've overcome, strategic best practices, etc.) to present. We'll work together to build the slides and perfect it with a practice run.

We'll also do the work to promote, run, and record the webinar. Don't have the time? We can also prerecord a shorter webinar with you.

Time investment: 1-3 hours

See an opportunity that's right for you?

Reach out to Amanda Grupp, your Customer Advocacy Manager, to get started:
amanda.grupp@kapost.com