Train-the-Trainer Program

Train Content Operations Leaders to Scale Upland's Kapost in Your Organization

Upland's Kapost application for content operations for sales & marketing platform is a powerful solution to unite revenue teams to speak in one voice across each customer journey. As you pursue this vision and expand your use of Kapost to new teams, regions, and business units, consistent training and onboarding are critical for successful adoption. Kapost's Train-the-Trainer Program equips your in-house resources with the skills and knowledge to become Kapost experts and enable others to masterfully use the platform. As leaders who will help drive content operations forward, your designated trainers influence how Kapost is used and adopted throughout your organization.

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.

upland **Kapost**
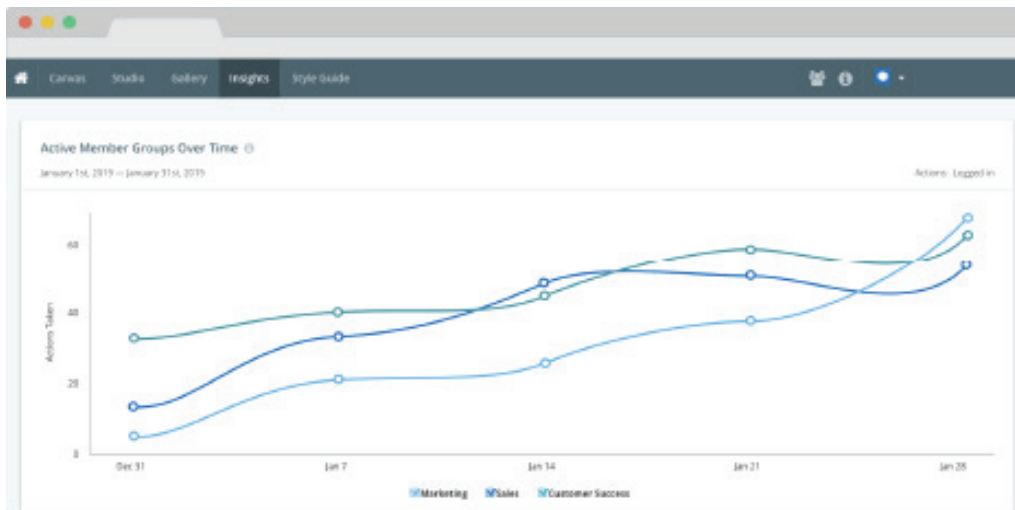
How It Works

Led by your Kapost Implementation Manager, training is hosted remotely for two to four hours per week, depending on your organization's enablement timeline. Training is focused on gaining an intimate understanding of overall marketing processes supported by Kapost and integrated tools, managing interactions with cross-functional teams, and building rapport with various types of users. Trainers will learn how to maintain consistency and governance across the Kapost platform, teach users at all levels what value the platform provides for them, and enable users to be proficient and confident using Kapost.

Outcomes You'll Achieve

Kapost's Train-the-Trainer Program prepares your in-house content operations leaders to enable teams throughout your organization on using the Kapost platform. Your trainers will:

+ Build a project plan and communications plan to ensure a worthwhile investment of your organization's time and resources, and identify metrics to measure your success

+ Learn fundamental features and capabilities of the Kapost platform and understand core use cases

+ Understand how Kapost helps your organization achieve long-term objectives in accordance with your content operations roadmap

+ Leverage an understanding of business objectives, marketing processes, and end-user processes to guide optimal use of Kapost

+ Understand how various types of users leverage Kapost and which features and capabilities are most critical for distinct roles and teams

+ Prepare training exercises to lead new users in various roles through Kapost platform training

+ Learn how to identify and communicate user success stories that help your organization gain momentum toward successful Kapost adoption

"The product marketing team at Datawatch did a few Kapost demos, and the other teams were hooked. It's been exciting to get more teams in the platform and to watch the marketing and sales teams thrive."

-Frank Moreno, VP of Worldwide Marketing, Datawatch

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.

upland

For more information please visit:
uplandsoftware.com/kapost