Visibility across the Content Lifecycle

Through Upland's Kapost application for content operations for sales & marketing, IBM streamlined their content production across multiple sectors to achieve maximum alignment, accountability, and coordination.

The Challenge

IBM needed to find an efficient way to manage their content production cycle. Using a static chart as an editorial calendar, Tara Dunn, Inbound Marketing Strategy Lead, managed her publishing cycle by manually updating cells—often for hours at a time—and collaborating with her teams through email.

+ Limited Visibility & Context

+ Laborious Processes & Workflows

+ Inefficient Production Management

The Solution

With help of the Kapost Content Studio, IBM streamlined content production while also giving a single place for stakeholders to access important content calendars. The best part? Everyone actually used it.

IBM Analytics

"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

upland Kapost

Content Viewing—Maximized

Entire content campaigns and programs across six different areas now use a centralized, master calendar with several custom views for specific teams and purposes. The customizable view in the Kapost Calendar gave visibility to track each team's progress for specific initiatives.

Coordinating Cross-Functionally

Tracking important tasks and deadlines across teams suddenly got a lot easier. Within the first 90 days of implementing Kapost, IBM had 2,933 comments on content assets within the instance. The new streamline of communication allowed content to be produced with much more accountability.

Enhanced Day-to-Day Operations

With one centralized spot to work, the production process dramatically increased, leading to improvements in page views, time on page, content quality, collaboration, and teamwork.

Results

90
Days to Results

Using Kapost for 3 months produced effective results.

179
Unique Viewers

Content production produced clicks from unique viewers.

2X
Content Output

Doubled the content output.

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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uplandsoftware.com/kapost