Content Chaos to Cross-Team Collaboration

Greenway Health is an electronic health record software and services vendor that connects providers to the information and insights they need so they can make patient-driven care a reality.

In an industry where lives are at stake, the marketing team is at the forefront of developing campaigns that build trusted partnerships– with Upland's Kapost application for content operations for sales & marketing on their side.

The Challenge

Projects were falling through the cracks, and without governance, priorities were confused across multi-regional teams. Customer-facing teams had little insight into how assets fit into the bigger strategy and employees were wasting time searching for content in multiple repositories. With Smartsheets, project management and email only slowed progress because of inconsistent workflows, inconsistent version control, and limited metrics to assess strategy.

+ Lack of governance

+ No version control
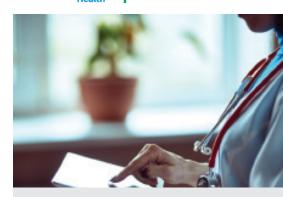
+ Limited performance metrics

The Solution

Greenway Health found a single source for collaboration across regional team members, which made it easier to track projects from ideation to creation and, ultimately, sales distribution.

Greenway | Putting Possibility into Practice
Health

30% **less time spent**
Reduced time-to-market for new content by 30%

98% **strategically aligned content**
98% of content produced in the last year aligned to organizational priorities

30+ **united voices**
United the voices of 30+ professionals across seven channels

upland Kapost

Beginning with strategic planning, content lifecycles and metrics are centralized in the Kapost platform, so the marketing team can ensure it creates impactful content to be delivered through the right channels for an improved customer experience.

Scaling Collaboration and Accountability Across Teams

Kapost Studio gives the marketing team templated workflows and real-time updates, so teams have complete visibility into project status. The timestamps on all activities leave no question as to when or who has last touched a piece of content, while the Task Catalog helps leaders balance team members' workloads. Given increased visibility into workflow, resourcing, and content inventory, Greenway Health's marketing team has been able to decrease agency spend, increase internal efficiencies, and open doors to repurpose content in new channels.

Stronger Governance for a Better CX

Greenway Health leverages a robust metadata tagging system in Kapost to ensure content for every campaign aligns with key organizational priorities. Kapost Insights lets teams uncover content gaps, identify high-performing assets, and inform the strategic planning of targeted, personalized content for their ABM campaigns. The marketing team is confident that each campaign has the right content and can see what products need more coverage for which persona. Customizable reports and metrics boards give executives a complete overview of their team's production and status.

Winning Sales Enablement

Instead of wasting precious hours searching for content across SharePoint, Box, and their hard drives, the sales team now searches and sorts for up-to-date content directly inside Salesforce via the Kapost Gallery integration. Sales particularly loves Kapost Ideas, where they can submit requests to the marketing team and have visibility into the approval process and progress. Marketing and sales are now confident that prospects and customers are getting the latest on-message content.

> "We can easily repurpose and refresh content much faster now that it's all in one place. Having everything available with a quick search, we can look back at past work and use that as a foundation for new pieces."
>
> **-Cristina Schroer,** Marketing Campaign Architect at Greenway Health

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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