Kapost Powers the Content for USGBC's Marketing Automation

Kapost's streamlined workflow and processes helped move the U.S. Green Building Council's (USGBC) marketing content from fragmented and non-targeted to robust, relevant, and buyer-centric.

USGBC, a membership-based non-profit organization that promotes sustainability in building design, integrated Kapost before onboarding other marketing technologies, including marketing automation because the two systems relied heavily on one another and would require a streamlined and data-driven process that it didn't have in place.

The Challenge

Sheer volume of content. Starting with developing a new website, USGBC quickly realized "how much content we were actually going to need to create."

Disjointed workflow. A lack of process and technology resulted in a manual, often chaotic workflow that caused inefficiencies.

No process for developing content to fuel marketing automation. In addition to the content needs for the website, USGBC could see the ongoing need for content to fuel its marketing automation engine.

"It became apparent early on that Kapost and marketing automation work hand-in-hand, and we can't do marketing automation without thinking about content marketing. Kapost is the way for us to get organized."

-Tiffany Coyle, Digital Marketing Manager

upland Kapost

The Solution

USGBC learned that the value of Kapost extended beyond powering marketing automation. With Kapost's data and analytics, Tiffany's team could "identify what was successful and replicate what worked."

Value in Metrics, Lead-Generation and Efficiencies

Kapost powered the marketing content that drove people toward USGBC lead-generation landing pages, increased process efficiencies, sped up approval processes, and provided valuable insights into critical marketing metrics.

Producing Quality Content

USGBC can now separate the wheat from the chaff, dialing in on only producing quality content that resonates with audiences and attracts the most lead generation.

Results

79%
Decrease

Improvement in production time. USGBC's team went from a 7-day review cycle to 12 hours.

700
Posts

700 blog posts published in one year.

1/5
Time spent

1/5 the time spent managing asset development. The USGBC team went from spending 40-50% of their time managing assets, to 10-15% of their time.

About Upland Software

upland

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