

Sales and Marketing Alignment Workshop

68% of marketers

believe sales isn't using marketing content to its full potential

26% of sales reps

at large companies believe marketing knows what content the sales team needs

Two Critical Functions, One Consistent Message

Marketing teams create content across many channels to build trust, earn credibility, and gain influence with target audiences. On the front lines of your organization, sales teams work to understand the challenges and opportunities that prospects and customers face, and they leverage content to show how your products and services can uniquely address these needs. So, how do sales and marketing teams work in tandem to create high-quality customer experiences, advance buying conversations, and ultimately bring in revenue?

The Sales and Marketing Alignment Workshop helps stakeholders from independent or siloed teams improve how content is planned, created, and utilized. By streamlining processes, unifying taxonomy, and creating a feedback loop between teams, this workshop sets a solid foundation for creating more impactful content and reducing content waste. Sales and marketing leadership, technology owners, salespeople, content strategists, and content creators have the opportunity to share perspectives that result in an actionable roadmap to deliver exceptional customer journeys.

“By paying attention to what content is being used the most, we can figure out whether the assets we’re developing are doing what we need them to do. Ultimately, this insight enables us to create less content yet see better results.”

– Jim MacLeod, Director of Creative and Digital Marketing, Extreme Networks

Outcomes You'll Achieve

This workshop helps organizations maximize content accessibility, utilization, and impact by enabling stakeholders from marketing and sales teams to:

- Understand how customer-facing teams are finding and engaging with content
- Create or refine a consistent taxonomy among teams to support increased utilization of content
- Identify content coverage for prospects and customers throughout the buying journey
- Create a reliable feedback loop between teams to understand content needs and performance
- Define processes for content distribution to customer-facing teams
- Document locations and repositories where content is accessed
- Establish or improve processes for ad hoc content requests
- Understand how disparate teams use technology to support their processes and identify opportunities to streamline work or integrate tools

Workshop Deliverables

- Prioritized recommendations with phased action steps and success criteria
- Project plan with phased timing of marketing optimization and sales onboarding
- Shared user guide outlining process and configuration changes
- Content audit report with a listing of content inventory and configuration data

Post-Workshop Activities

- Migrate sales assets into Kapost
- Tag Kapost assets with new attributes
- Configure the Kapost platform for new processes, content types, and naming conventions
- Conduct training for content creators on changes to Kapost instance
- Create a communication and education plan for impacted users