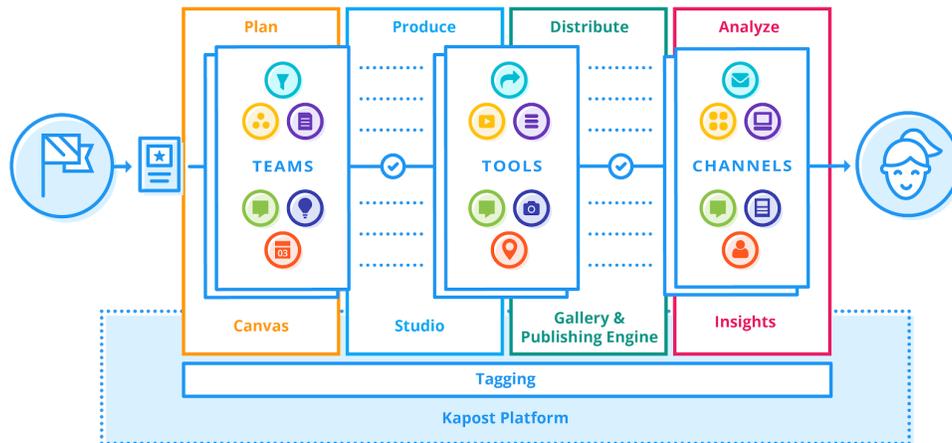


# Implementation and Training



## Put Your Content Operations Roadmap into Action

Build a solid foundation for scalable, long-term success in your content operation with our implementation and training services. Our content operations experts can also be leveraged for dedicated program management, focused on initiatives in your organization.

## Content Operations Workflow and Taxonomy

From a taxonomy structure that's designed to provide valuable insights to workflow and visibility practices that accelerate progress, Content Operations Workflow and Taxonomy is essential for establishing best practices for your content operation.

With a clear implementation scope and timeline, content operations experts from our Professional Services team will help you define:

- A foundational taxonomy structure to support asset searchability, content reuse, executive reporting, and content planning
- Initiative and content workflows to support collaboration and visibility within the Kapost platform
- Content types that will be planned, produced, distributed, and measured through the Kapost platform
- A user onboarding schedule to teach best practices in the Kapost platform for use cases specific to teams and roles

*“Kapost forces us to be thoughtful about our process and to document it. Because of this, everyone involved with content creation and distribution is clear on expectations and workflow. It is extremely helpful, saving us time and headaches in the long run.”*

*– Mandy Schnirel, Senior Manager, Content Marketing at LogRhythm*

Content Operations Workflow and Taxonomy ensures the configuration of the Kapost platform supports the people and processes in your content operation. With roughly one-third of [marketing's budget spent on technology](#) and approximately [55% spent on content](#), it's critical to plan for a well-utilized platform that produces an effective return. Strategically implementing Kapost, learning best practices for the platform, and employing solutions you've outlined throughout discovery and planning creates a solid foundation for your long-term success.

	Plan	Produce	Distribute	Analyze
<b>Governance</b>	Align themes and budget with strategy	Green-light execution & manage escalations	Ensure alignment to strategy and targets	Assess returns on strategy and tactics to inform planning
<b>Orchestration</b>	Orchestrate integrated planning	Provide visibility and coordination across teams	Compile and personalize journeys	Assess operational health
<b>Execution</b>	Build asset level plans	Create and contextualize content at scale	Publish and amplify	Analyze performance

Customer-centric Strategy | Strategic Taxonomy | Integrated Martech Stack

## User Onboarding and Training

Included as part of the standard implementation, or available for teams or users who are new to Kapost, training is available in a variety of formats. Enable teams in your organization to learn the essentials of Kapost with in-person, remote, or video training that's structured for individual teams or roles. Testing and validation with small teams or individual users can occur alongside training to ensure a smooth rollout across your organization.

## Program Management

Leverage resources from Kapost to help achieve your content operations objectives. Push forward large or complex projects by establishing a dedicated point of contact for ongoing program oversight, scoping and gathering of requirements, identification of risks and mitigation strategies, reporting, training, testing, change communication, and rollout. Engagements are tailored to the size and nature of your initiative and can include efforts such as platform expansion to new teams, or orchestrating marketing initiatives through the Kapost platform.