

# Lenovo

## Scaling the Content Operation

Lenovo has transformed and grown their content marketing operation with Kapost, doubling production, decreasing cost, and breaking down siloed departments.



### The Challenge

Lenovo was ready to jumpstart their modern marketing efforts, shifting from traditional print marketing and sales enablement to digital content marketing. Steve, Director of NA Commercial Marketing, began the process with marketing automation tools, but quickly realized the content management process was unwieldy.

- No Visibility & Relocation of Content
- Limited Processes & Workflows
- Lack of Content Measurements

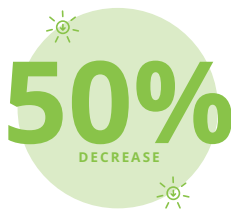
### The Solution

To transform their strategy, Lenovo organized content in Kapost according to overarching themes. Workflows could then be built accordingly to increase collaborative efforts and produce content within cadence.

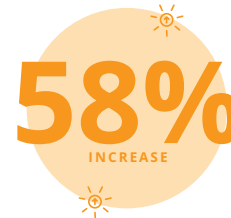
### The Results



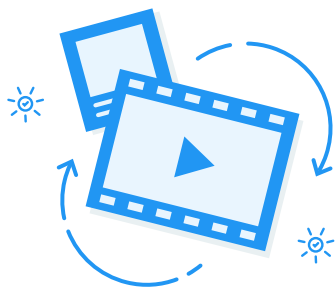
Asset production was increased substantially



Less time spent on team administration



Revenue had more than doubled

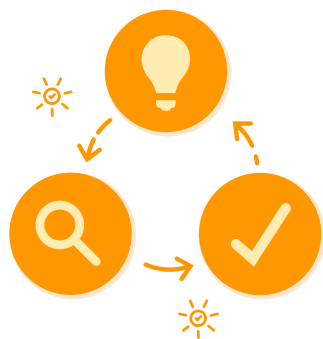
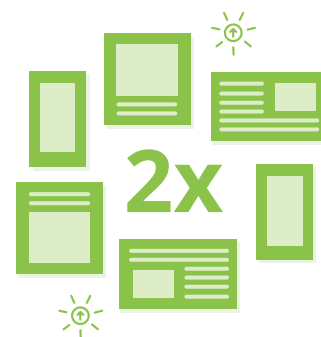


## Substantially Saved Costs

Using Kapost, Lenovo reduced cost expenditures while saving money on content reuse and repurposing. The outcome accomplished was due to the use of the integrated marketing framework provided for all Lenovo's initiatives and derivative assets.

## Doubled Asset Production

Lenovo doubled their asset production over the course of two years, eliminating inefficiencies across teams and creating more actionable content through the use of workflows. This streamlined production caused a 58% revenue increase while giving the marketing team more capacity to engage their audience with customized content.



## Content Creation—Reinvented

A scalable and repeatable process had been developed specifically for content creation. The reinvented operation evolved from multiple spreadsheets, bottlenecks, and siloed departments.

**“We had 4-5 static excel sheets per segment with hyperlinks to content,” Steve recalls. “We didn’t have any history, including which campaign it was part of, how it was produced, or the measurement on the back end. We had no visibility into any of it.”**

**Steve Barnard**

Director of NA Commercial Marketing at Lenovo