

# Kapost Spring 25' Release

Streamlined Project Management Meets Real-Time  
Engagement





# Spring '25 Release

**Elevating Collaboration and  
Connection, Inside and Out**

## Kapost and Monday.Com

- Prioritize work, track progress and stay agile across all your campaigns within a single unified experience

## In-App Messaging

- Ensure users receive critical updates, including outages, feature releases, and important announcements, without relying on email

## Collection of Enhancements

- 6 new feature requests submitted by you and your peers



# Kapost & Monday.Com

Unlock Seamless Marketing Strategy Execution with Monday.com Integration

## Winter '25 Release

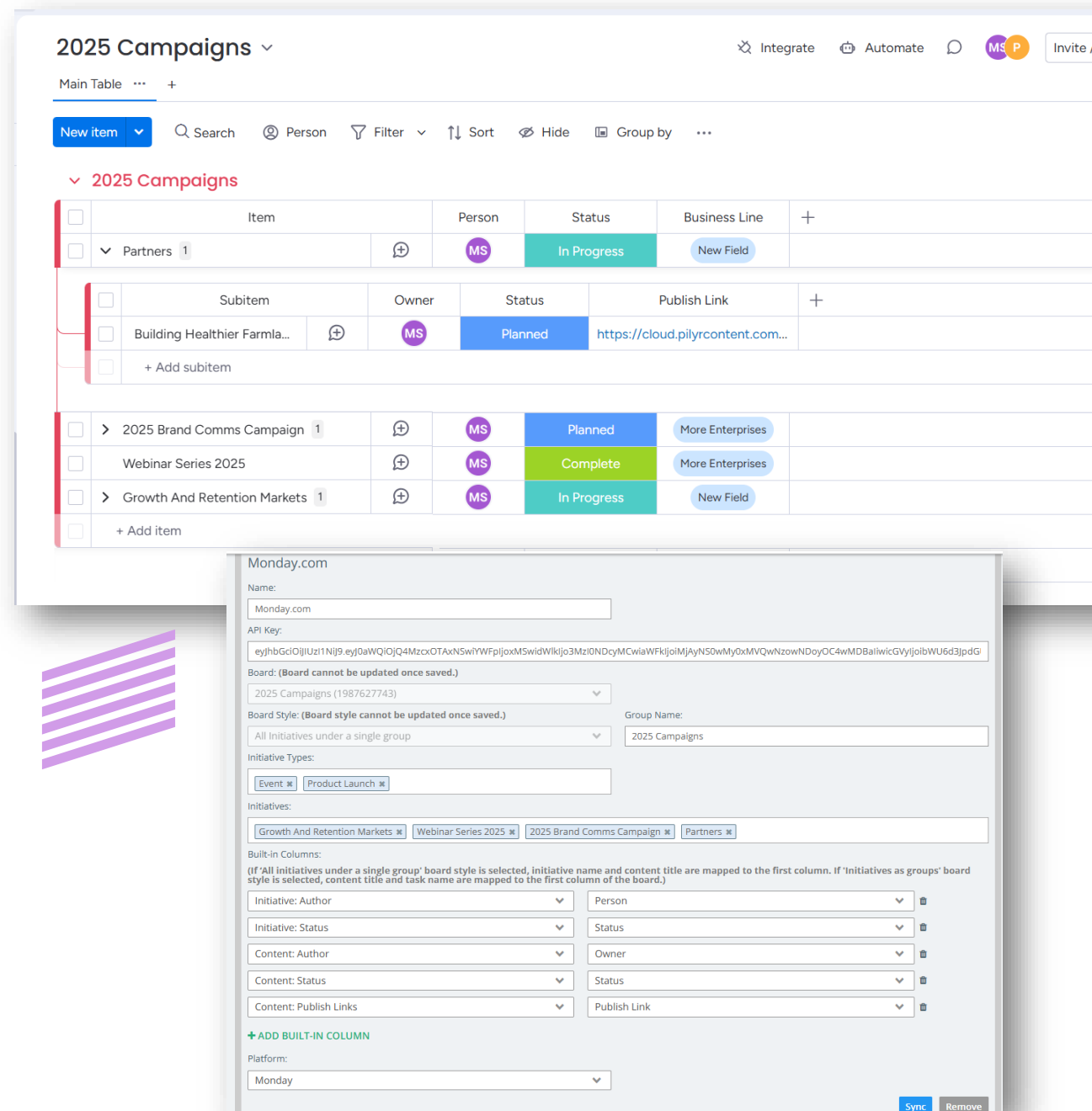
# Kapost and Monday.Com

Whether you're building your content strategy, aligning on campaign goals, or managing resources, the Monday.com integration ensures that your marketing plans are executed seamlessly across teams.

- **Complete Visibility:** Keep your finger on the pulse of all marketing activities. Track progress, make informed decisions, and adjust tactics as needed to ensure every campaign and piece of content is on track.
- **Cross-Functional Collaboration:** Break down silos between teams. Collaborate effortlessly on campaign planning, project management, and resource allocation for a more cohesive marketing operation.
- **Agile Planning:** Prioritize, manage, and shift resources quickly, ensuring that your team can adapt to new challenges and opportunities at every stage of your marketing strategy.

## Need More Help?

You may find help Documentation [Here](#).



The image displays the Monday.com interface for the '2025 Campaigns' board. The board is organized into columns: Item, Person, Status, Business Line, and a plus sign for additional columns. The 'Partners' group is expanded, showing subitems like 'Building Healthier Farmla...' and '2025 Brand Comms Campaign'. The '2025 Brand Comms Campaign' group is further expanded, showing subitems like 'Webinar Series 2025' and 'Growth And Retention Markets'. The 'Growth And Retention Markets' group is expanded, showing subitems like '2025 Brand Comms Campaign' and 'Partners'.

Below the board, the 'Monday.com' integration configuration modal is open. It contains the following fields and options:

- Name: Monday.com
- API Key: eyjhbGdQlUz11Nj9\_eyl0aWQlQjQ4MzcOTAxNSwYWFpjoXMSwidWlkja3MzI0NDcyMCwiaWfkljoIMjAyNS0wMy0xMVQwNzowNDoyOC4wMDBalliwGvyjjoibWU6d3JpdG
- Board: (Board cannot be updated once saved.) 2025 Campaigns (1987627743)
- Board Style: (Board style cannot be updated once saved.) All Initiatives under a single group
- Group Name: 2025 Campaigns
- Initiative Types: Event, Product Launch
- Initiatives: Growth And Retention Markets, Webinar Series 2025, 2025 Brand Comms Campaign, Partners
- Built-in Columns: Initiative: Author, Initiative: Status, Content: Author, Content: Status, Content: Publish Links, Person, Status, Owner, Status, Publish Link
- Platform: Monday
- Buttons: Sync, Remove

# Kapost and Monday.Com

## Strategic Goals for This Feature:

- Streamline the process of planning, organizing, and executing marketing campaigns from start to finish, ensuring teams can effectively manage multiple campaigns simultaneously
- Provide full visibility into campaign progress for all stakeholders, enabling better decision-making and proactive management
- Enhance collaboration by enabling teams both inside and outside the Kapost platform to work together seamlessly and maintain visibility into all aspects of the campaign
- Enable teams to quickly adapt to changes, optimize campaigns on the fly, and iterate in real-time based on feedback and performance
- Automate routine tasks across disparate teams to eliminate manual work to free up more time for strategic planning and creative execution

## What Success Looks Like:

- **Campaign Timeline Adherence:** Percentage of campaigns delivered on time, with clear tracking of deadlines across the hierarchy
- **Cross-Team Collaboration:** Feedback from internal and external teams on the quality of collaboration (measured via surveys or task completion rates)
- **Visibility & Transparency:** Engagement rates with campaign dashboards and reports; the number of real-time updates accessed
- **Task Completion Efficiency:** Reduction in time spent on manual tasks through automation and streamlined processes
- **Campaign Performance:** Post-campaign analysis focusing on ROI, engagement, and customer satisfaction
- **Iteration Rate:** Number of adjustments made to campaigns during execution based on real-time data and feedback

# Kapost and Monday.Com

## How to Get Started:

- Submit a Kapost Support request to connect Monday.Com to your instance
- The Support team will guide you through the configuration options and set your connection up first in your Sandbox environment
- Once you are comfortable with the configuration settings, the Support team will enable the connection in your Production Instance
- That's it! Happy Planning!

## What Else You Should Know:

- You must have an account with Monday.Com, but Kapost supports any account level access
- There is No Charge from Kapost to enable this integration
- Kapost will remain the source-of-truth between the two tools, but all data will sync at a rate of **XXX**
- You can take advantage of the suite of Monday.Com apps to further integrate and optimize your experience
- Kapost is here to help! If there is customizations you would like to see out of this integration, you can take advantage of our customization service package



# In-App Messaging

Boost adoption, increase awareness, and collect real-time feedback—all within the Kapost platform.

# Winter '25 Release

## In-App Messaging

This feature ensures seamless, direct communication between Kapost and its users— Kapost can proactively inform users about outages, new releases, marketing initiatives, and best practices, while also enabling customers to request tailored messages for their own teams.

- **Real-Time, Targeted Communication:** Ensure users receive critical updates, including outages, feature releases, and important announcements, without relying on email.
- **Boost Engagement & Adoption:** Promote marketing campaigns, drive webinar sign-ups, and share tips and best practices to encourage deeper product usage or alignment to key strategies
- **Two-Way Interaction & Feedback Collection:** Gather insights, measure engagement, and capture direct user feedback to improve communication strategies and platform experience.

## Need More Help?

You may find help Documentation [Here](#)



**Holiday '24 Release Now Live!**  
Hola! We're excited to announce that the Holiday '24 release is now live! For a detailed overview of the updates, please check the release notes [here](#). If you have any questions, please reach out to us.

**Collection Content For Review**

- BI-Weekly Report (1)
- Ultimate Sales & Marketing Playbook (1)

**Recently Viewed**

**In App Messaging**

☒ Enabled

**Notification Type**

- ☐ Notice
- ☐ Notice with information capture
- ☐ Notice with email capture
- ☒ Warning

**Title**

Gallery App is Down - Update in Progress

**Message**

We are currently experiencing an issue with Gallery app, which started at March 17, 2025, 10:00 AM (UTC). Our team is working on resolving the problem, and we will notify you once it's fully restored. We apologize for any inconvenience and appreciate your patience.

**Date Range**

11-03-2025 18-03-2025

**Make notifications visible to:**

**Customer Instance**

Select Customer Instances

**User Roles**

- ☒ All (Admin + Editor + Contributor + Consumer)
- ☐ Admin
- ☐ Editor

**Display On**

- ☒ Across Kapost
- ☐ Dashboard
- ☐ All Studio Apps
- ☐ Gallery

**SAVE NOTIFICATION**

**Mark Smith @Tue, Aug 1, 2023 4:44 PM**  
Content submitted

**We Value Your Feedback! Share your thoughts on the recent Holiday '24 release.**

Share your feedback here

**SUBMIT**

**Mark Smith @Wed, Jun 19, 2024 6:52 PM**  
Task "Approved Final Date & Time" completed

# In-App-Messaging

## What to look for

- There are no immediate visible changes or configurations within the Kapost instance
- Notifications will run on an as-needed basis, determined by you or determined by Kapost if we have some Newsworthy News to share with you

## Who's impacted, where

- Admins can collaborate with their CSM to schedule alerts, notifications and feedback capture via the Kapost In-App Messaging feature
  - Designate which roles and pages you would like to see your notification run
  - Designate the time-period for the content to run
- Kapost can provide updates to individual user roles and pages to inform users of important information such as new releases, tips-and-tricks, gathering feedback, and collaborating with our Kapost Community



# Enhancements

A collection of features delivered throughout Q4 fielded from you!



# Improved Experiences

- Gallery Collections can now be added as a column in the Content Catalog.
- Assign an Owner to Gallery Collections.
  - [Documentation](#)
- Make custom fields as mandatory for initiatives.
  - [Documentation](#)
- Up Next tasks now display in the same order as shown on the Content Details page.
  - [Documentation](#)
- Completed task duplication is allowed when enabled by setting.
  - [Documentation](#)
- Users can now edit their comments on content, initiatives, and ideas.
  - [Documentation](#)



# What's Coming Next



# Upcoming Product Engagement

- **Q2 Release**
  - Calendar OOTO
  - Updates to Teams Integration
- **Kapost Ask The Expert Webinar**
  - June 17th

Contact your CSM if you are interested in participating and providing feedback in any of these engagement touchpoints.



**Thank you.**