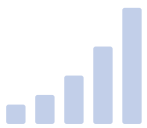


*Centralize all your content ideas and requests.*



### **Prioritize Your Content Creation**

Identify themes based on feedback and requests from both internal colleagues and external customers. Then, group your ideas into initiatives. With this holistic view, you can easily prioritize content investments.



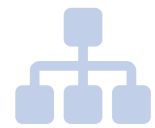
### **Gather Ideas from a Wider Audience**

Increasing ideation sources often correlates with the overall idea quality while also showcasing your team's ability to listen to departmental requests.



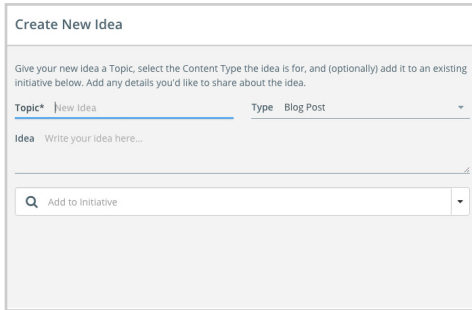
### **Manage the Feedback Loop**

Allowing teams—from sales to field marketing to demand gen—to identify gaps in your content and provide feedback will boost the effectiveness of your content investments.



### **Centralize Your Planning Process**

Using the ideas feature streamlines and centralizes planning, simultaneously supporting both an editorial board and the organization of idea-based initiatives.



**Create New Idea**

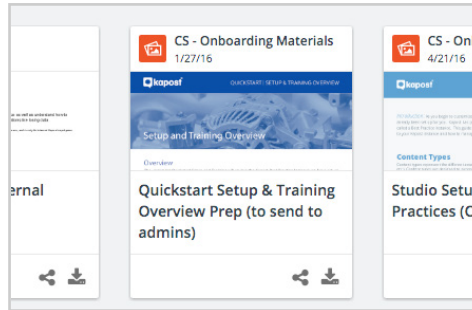
Give your new idea a Topic, select the Content Type the idea is for, and (optionally) add it to an existing initiative below. Add any details you'd like to share about the idea.

Topic\*  Type

Idea

## Internal Requests

Encourage internal customers to submit content requests using a crowdsourcing form, allowing you to then approve or reject. Customize the form to increase completeness of the request, such as budget guidelines or high-level priorities.



**CS - Onboarding Materials** 1/27/16

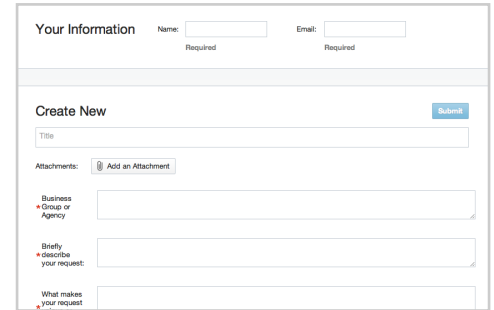
**CS - Onboarding Materials** 4/21/16

**Quickstart Setup & Training Overview Prep (to send to admins)**

**Studio Setup Practices (Content)**

## Sales/Marketing Alignment

Provide a crowdsourcing form to your sales team, so they can help you not only identify existing content gaps but also focus on creating customer-centric content.



**Your Information** Name:  Email:

**Create New**

Title

Attachments:

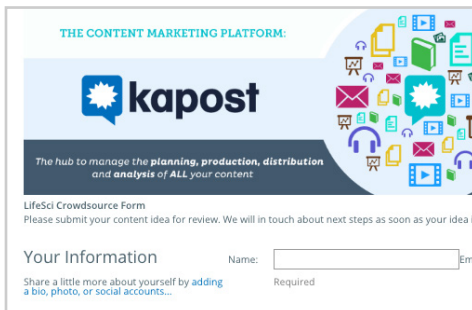
Business

Briefly

What makes

## Sourcing Cross Company Ideas

Send a universal form across other internal departments, providing a forum for broad input, including those teams closest to your customers.



**THE CONTENT MARKETING PLATFORM:**

**kapost**

The hub to manage the **planning, production, distribution and analysis** of ALL your content

LifeSci Crowdsourcing Form

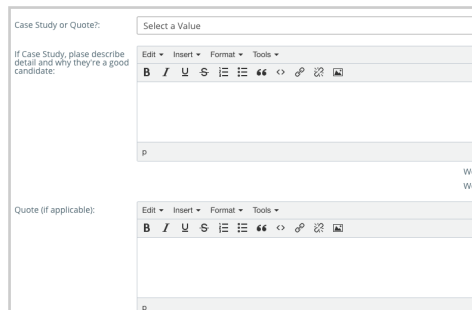
Please submit your content idea for review. We will be in touch about next steps as soon as your idea is reviewed.

Your Information Name:  Email:

Share a little more about yourself by adding a bio, photo, or social accounts...

## Managing Freelance Author Pitches

Allow freelancers to submit pitches via the crowdsourcing form to streamline the approval process. Define what information is required for a complete pitch; then, approve or reject pitches to build a solid backlog of freelance work.



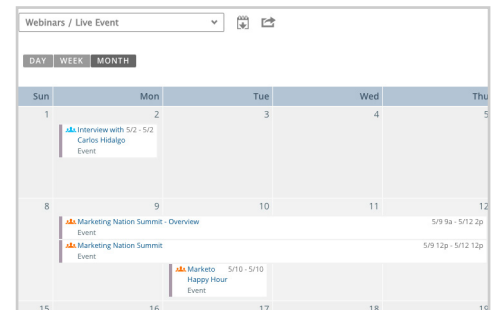
Case Study or Quote?

If Case Study, please describe detail and why they're a good candidate.

Quote (if applicable):

## Manage Customer Stories

Encourage the sales team to submit current customer success stories—from product utilization to feedback and results—as well as identify holes in the existing case study repository.



Webinars / Live Event

DAY	WEEK	MONTH			
Sun	Mon	Tue	Wed	Thu	Fri
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20

Interview with 5/2 - 5/2 Carlos Hidalgo Event

Marketing Nation Summit - Overview Event 5/9 9a - 5/12 2p

Marketing Nation Summit Event 5/9 12p - 5/12 12p

Marketo Happy Hour Event 5/16 - 5/16

## Manage Events

Submit requests for event support (materials, collateral, etc.) to aid the events team in tracking event participation along with managing resources and sponsorship.

