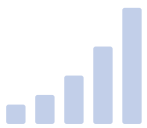*Centralize all your content ideas and requests.*

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.
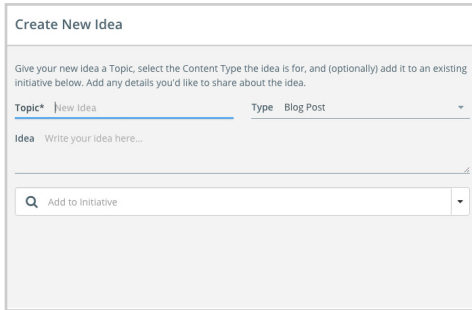
Manage the Feedback Loop

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.
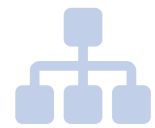
Centralize Your Planning Process

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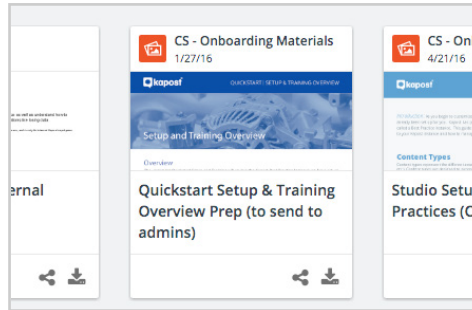
Crowdsource Form

Six Valuable Ways to Use this Feature:

Internal Requests

Encourage internal customers to submit content requests using a crowdsource 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.
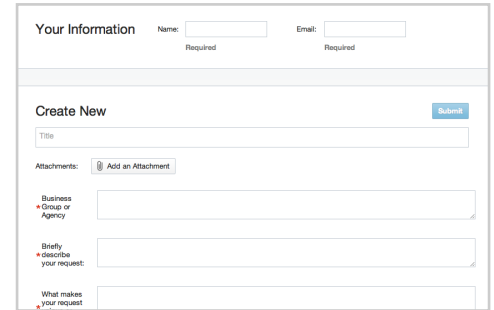

Sales/Marketing Alignment

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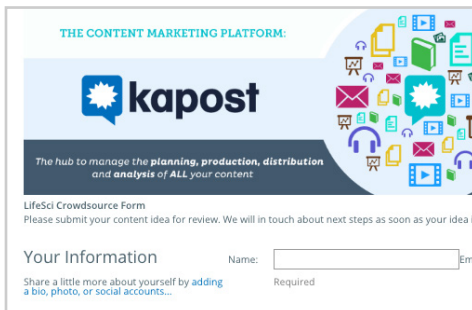

Sourcing Cross Company Ideas

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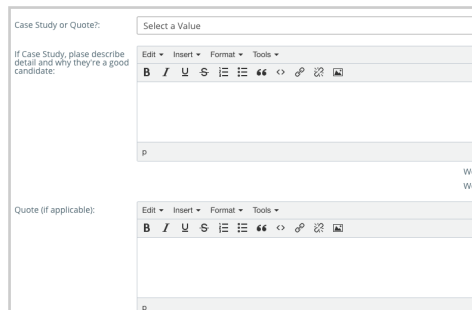
Managing Freelance Author Pitches

Allow freelancers to submit pitches via the crowdsource 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.
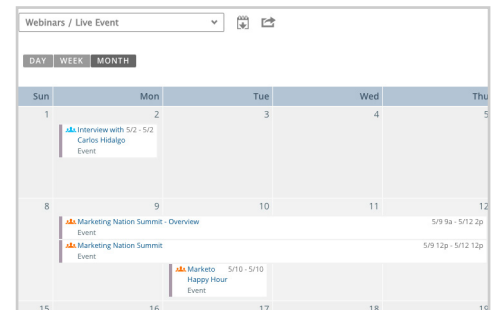

Manage Customer Stories

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.

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.

Learn more at: **www.help.kapost.com**