



Beginner's guide to how to choose a CMS

A content management system (CMS) is no longer just a way to manage and update website content. Today's connected, empowered customers have higher expectations and stronger preferences about how and when they want to engage with a brand. If you want to deliver a consistently excellent customer experience, you need the right CMS to help you create, edit, organize, and publish digital content on the web, mobile, and any new digital devices and interfaces that emerge. And that means you can't choose your CMS in a vacuum.

Your marketing and IT/developer team must work together to choose a web CMS that operates seamlessly with the other components of your customer experience management strategy. This guide outlines the CMS basics they need to understand.

The role of the web CMS

A web CMS lies at the core of a customer experience management platform, which unifies channels, campaigns, visitor information, commerce, performance measurement, and personalization into one integrated marketing toolset. In this setup, the web CMS lets you create, manage, and deliver the most relevant content for each interaction—but doing so requires seamless integration with other systems, from CRM to streaming video.

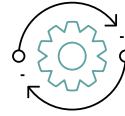
The 360° customer view

You can't ensure content is relevant without understanding the context of every interaction with your brand. Your CMS must be able to support rich customer profiles developed over time as you collect and connect customer data. The CMS should capture information, store it in individual records, and use it to inform segmentation as well as individual relationships.



Marketing considerations

Marketers need a CMS that can both gather information about customers and use that information to deliver a personalized experience to customers.



Technical considerations

Developers and IT decision makers need a CMS that supports marketing by fitting into the larger infrastructure in a way that ensures optimal performance, flexibility, scalability, and ease of deployment.

The three pillars of ROI

Investing in a new CMS can generate a multitude of benefits. But it's helpful to group CMS ROI into three core pillars: Business impact, operational efficiency, and technology savings.

Let's look at each in more detail.

Increased business impact

Optimize business impact by using a CMS's ability to personalize experiences, integrate powerful testing and optimization capabilities, and automatically distribute content across channels.



Increased operational efficiency

When your CMS integrates many functions, you get to market faster. Your production is more agile and faster from concept through testing to production.



Increased technology savings

Using a CMS that is built from the start to integrate and connect many different capabilities means you'll have lower integration and technology costs.



The benefits of a great CMS

- A great CMS is a pathway to a great content operation. Anchor your business case to the tangible business impact a CMS can deliver
- Delivering the right content and calls to action to the right person, in the right way, and at the right time moves prospects along the customer journey
- By understanding how customer journeys lead to a purchase, you'll be able to guide customers down the right path to maximize conversions and minimize cart or lead nurture abandonment. It's a virtuous, revenue-boosting cycle

Simplified route to choosing a CMS

1. Identify the problem: Disparate systems? Work-flow dysfunction? Content delivery? Personalization?
2. Involve key stakeholders: Marketing, content editors, developers, designers
3. Build out use cases/requirements checklist: Must haves, should haves, could haves
4. Understand your company's existing technology platform and communication channels: CRM, DAM, email, social media, intranet
5. Review what others have to say: Analyst reports, customer case studies, blogs, communities

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