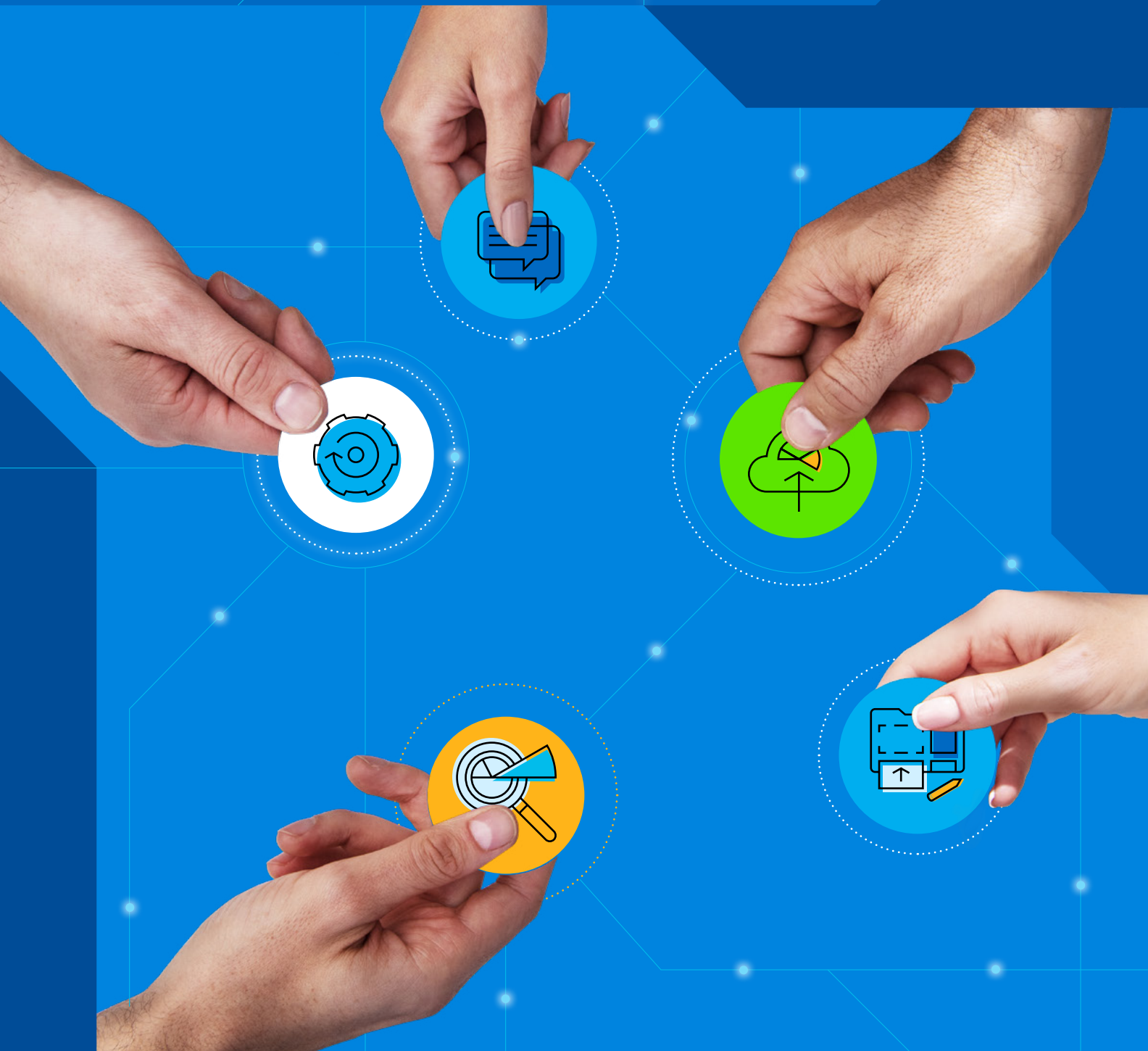


The 5 Elements of Modern Digital Marketing You Need to Master

EBOOK





Introduction

Regardless of which industry you operate in, businesses across the world often have similar challenges they need to tackle. Like how to rise above the noise and stay competitive. Or how to operate effectively and efficiently within their budget.

Similarly, marketers face their own set of universal challenges. But there is one specific challenge that always rises to the top. And even though the question has remained the same for centuries, marketers still haven't figured it out because the answer is always changing.

That question is... **How do you capture the attention of prospects and turn them into loyal customers?**

Today, consumers are more digitally connected than ever before. This presents both opportunities and challenges. It's great in that marketers can easily access a truly global audience. But it also makes commanding their attention even more difficult. With the abundance of information and external stimulus, people are easily distracted.

With attention at a premium, the value of a great digital experience is at an all-time high. Everyone—customers, partners, suppliers and even employees—demands seamless experiences and real-time access to information and resources.

Businesses must be nimble in adapting to the new and evolving touchpoints before they get disrupted by competition. Understanding the individual needs of your visitors, offering them personalized interactions and optimizing their journey might be the key to achieving higher engagement and affinity with your brand.

In this battle for attention, self-service, personalized experiences, real-time access to data, context and business logic are the key enablers for revenue growth and cost optimization.

Creating attention-grabbing experiences can set the stage for better acquisition and retention initiatives. It also gives you the chance to increase the lifetime value of customers and partners.

And for you, the modern marketer, it represents a unique opportunity. The opportunity to become the best version of yourself and to bring your creative visions to life.

Are you ready to embrace it? Let's get started.



From Digital Transformation to Digital Maturity

While many businesses are rushing to embrace digital, it's important to acknowledge it as something that's better done right than quickly. By shifting your approach from overnight digital transformation to gradual digital maturity, you will become more aware of the business landscape. With this awareness also comes the ability to easily adapt and reach a favorable outcome for all your initiatives.

As marketers, we tend to be creative and joyful, but also a bit impulsive at times. We yearn for the instant gratification linked to achieving positive outcomes. We're constantly looking for that next big thing that can help us overcome the frustration of the limitations that hinder our creativity.

Understand your company's goals and align your digital strategy with decisionmakers, key stakeholders and internal influencers. According to a recent survey we conducted among global business leaders, 79% of respondents confirmed they had a mandate to deliver new digital experiences. Get their unconditional buy-in.

The key to sustainable, long-term success is understanding the different systems, tools and processes and how they influence the complex interactions across teams at your organization. If you get these elements in alignment, you can get the results you want and drive a positive impact on the bottom-line.

It is all about spending more time doing what you are great at!

Here are the key elements you need to account for:

1. Align with company goals and stakeholders

Understand your company's goals and align your digital strategy with decisionmakers, key stakeholders and internal influencers. According to a recent survey we conducted among global business leaders, 79% of respondents confirmed they had a mandate to deliver new digital experiences. Get their unconditional buy-in.

2. Understand your audience needs

Look at past performance, review won and missed opportunities and set the desired KPI.

3. Define your digital and content strategy and set milestones

Plan for intelligent content that answers your audience's needs, while educating and facilitating their selection.

4. Analyze, personalize and optimize your customer journey

Every journey has friction points that force customers off the path to purchase. It's your job to remove or at least sand down these friction points. This will increase engagement and, ultimately, improve the ROI of your marketing activities.

5. Leverage attribution

We picture a journey as being a defined path from point A to point B. But in the digital world, it's rarely that simple—the path is non-linear, often seemingly random. And it happens on your customer's timeline and across their preferred touchpoints. You need to be able to understand how different channels contribute to your revenue stream.

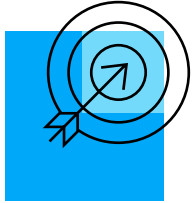
6. Pivot, pivot, pivot

Stick to your plan and have confidence in your vision. But also be prepared to pivot should circumstances require it. New opportunities are always emerging!

Does it sound overwhelming?

It is essential to understand the role of alignment between teams, the importance of creating seamless experiences and the benefits that the uninterrupted flow of interactions, information and data bring to the table.

Here is why.



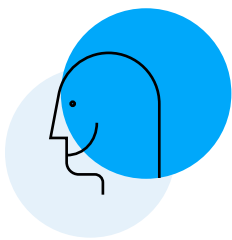
Before We Go into the Nitty-Gritty

Successful organizations excel at keeping strategy and execution aligned. This is why understanding your company's goals and aligning Product, Marketing, Demand Generation, Sales Enablement and Sales is vital to the company's success. It is all about balance.

In order to deliver on their promises, marketers need a bulletproof plan and strong allies. The marketing plan, for example, should be backed by a solid content plan and a comprehensive go-to-market strategy. This plan needs to align with multiple teams, their priorities and activities to ensure timely availability of product or associated deliverables to support growth.

Often pressed to deliver on their KPIs and stay on top of many moving parts (despite constantly shifting priorities) marketers will need to tap into their superpowers.

You have those superpowers! But as they say, with great power comes great responsibility. Let's learn how to use them.



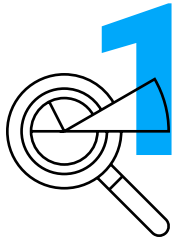
The Nitty-Gritty

To survive in the modern digital economy, it's imperative that you get buy-in from decisionmakers. With them by your side, you'll be fully equipped to approach challenges consistently and embrace opportunities as they emerge.

Your digital strategy should focus on developing relationships that produce streams of ongoing enjoyment and interactions with your audience. That includes everyone—visitors, customers, partners and even other team members.

You will need the help of others in your organization along the way, including UX, web designers, developers and website administrators. But, as a marketing maverick, there is a whole lot that you can do on your own as well.

So, roll up your sleeves and let's get busy!



Understand, Analyze and Plan

Good marketers take the time to analyze and understand their product and its intended audience. Awesome marketers go the extra mile to analyze past performance, research competitors, identify friction points along the journey and fill gaps in content. They are also equipped with all the tools they need to gracefully pivot around obstacles.

Understand your company's strategy and your products' intended audience.

- **Put the customer in the spotlight. Create personas.** While it may seem like a nuisance at first, this helps you make decisions from the perspective of your customer. Understanding your target audience will become the backbone of your messaging and content strategy.
- **Align your goals with the needs of your audience.** A simple question to ask is whether your current content management system, for example, enables you to easily reach your target audience through their preferred channel of interaction.

Spend time analyzing your existing userbase.

- **Look beyond visits and page impressions.** Use the full potential of your existing analytics solution to extract as much information about your userbase as possible. Don't get discouraged by the fact that information may be sitting in siloed systems. Your goal is to develop the habit of looking for opportunities. It takes time and patience.
- **Turn data into insights.** Use the information extracted to develop insights that will help you build better experiences and craft impactful messaging for your visitors. This is especially important if you are in the process of updating your existing website or migrating to a more capable platform.

Research your competition.

- **Start with a simple Google search, but don't stop there.** Review analyst reports that cover your industry, spend some time on social networks, hire external companies to help you with competitive intelligence or even ask your existing customers or partners why they chose you over the competition.
- **Methodically review competitors' websites.** Identify trends in topics as well as channels, messaging and the cadence they use to communicate with their prospects. But do not copy—analyze what they're trying to do, and find ways to do it better. Or do the opposite and differentiate your brand.

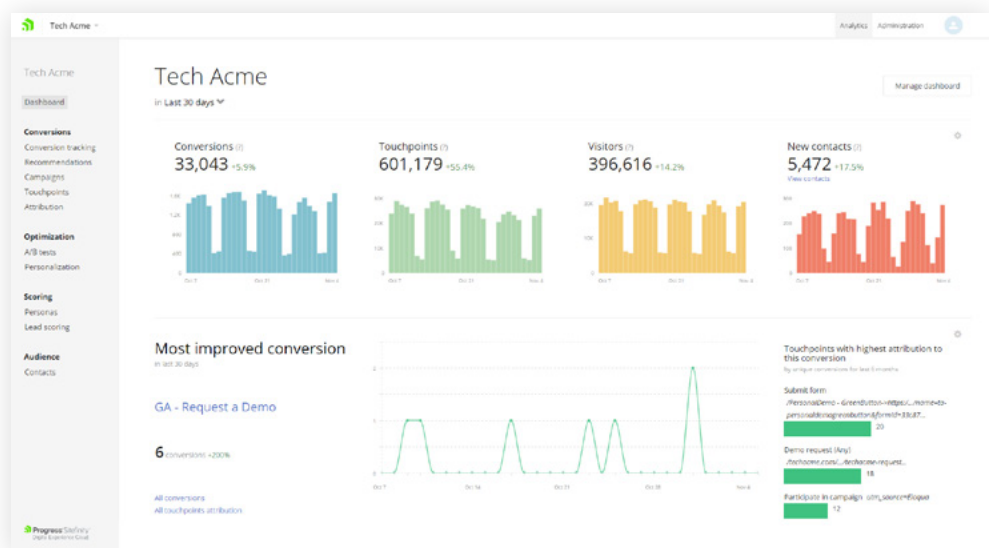
Look at every page on your website and follow the user journey. Do a user study.

- **Identify gaps in messaging.** Would you buy your own product or service if you were a prospect? Does everything make logical sense?
- **Identify potential friction points.** Does your website display well on mobile devices? Are there too many form fields on the “Contact Us” page? Is there anything on the page that prompts users to leave? Do you offer downloads to mobile users instead of simply collecting their email address so you can follow up later with a nice “thank you” note? Does your website load fast enough? Get creative and consider anything from stop words to odd-looking images as friction points.

Identify gaps in content and plan to address them.

- **Create content that supports all your prospects or sales teams.** Just as you have unique needs, so too do different personas. Make sure that there is content available to support each of the following stages of the funnel: education, solution and vendor selection.
- **Different personas prefer different interactions.** Do you offer a well-balanced mix of top-of-funnel blog content, solution overviews, whitepapers, getting-started videos or on-demand webinars? Do you offer demos, downloads or self-service access to information and resources?

Understanding what your prospects need, what type of content they consume and how they interact with your brand are the first steps to outpacing the competition. At least from a marketing point of view.



Leverage analytics to understand program performance and successful user interactions and friction areas in the buyer journey.



Create Meaningful Content

Next comes developing and executing a content plan. This plan should revolve around creating and distributing valuable, relevant and consistent messaging that attracts and retains a clearly defined audience, and ultimately drives profitable customer action.

Research topics.

- **Make conversations with other sources of inspiration.** Whether you aim to create demand for a new product offering or generate leads to support ongoing business, the conversations you have every day with relevant parties can inspire your best work. Whether it's cross-team meetings with sales or talking to customers, these conversations can help you identify opportunities for content development.
- **Tap into SEO.** Use SEO tools to research trending topics and identify keywords that people use to find information related to their needs. For many organizations organic traffic is the single best converting lead source. Incorporate these topics in your content plan to support favorable search engine ranking and boost organic traffic to your websites.

Deliver consistent messaging at a consistent pace.

- **Being consistent helps improve conversions and keeps the funnel healthy.** Messaging consistency is also important past conversion and promotes coherent communication with prospects. It also helps move leads through the funnel with minimum friction. You should aim to make visitors crave more information—there's no reason your whitepaper can't pique interest like a thriller.
- **Consistent content development raises your visibility in the marketplace and keeps audience engaged.** Just like with yoga, meditation or jogging, creating content is about consistency and pace. To combat writer's block and fatigue, make sure you pace yourself. Try creating content in different formats or developing messaging for different personas. Instead of stopping for a break, simply make subtle changes to the routine—just keep your output consistent.

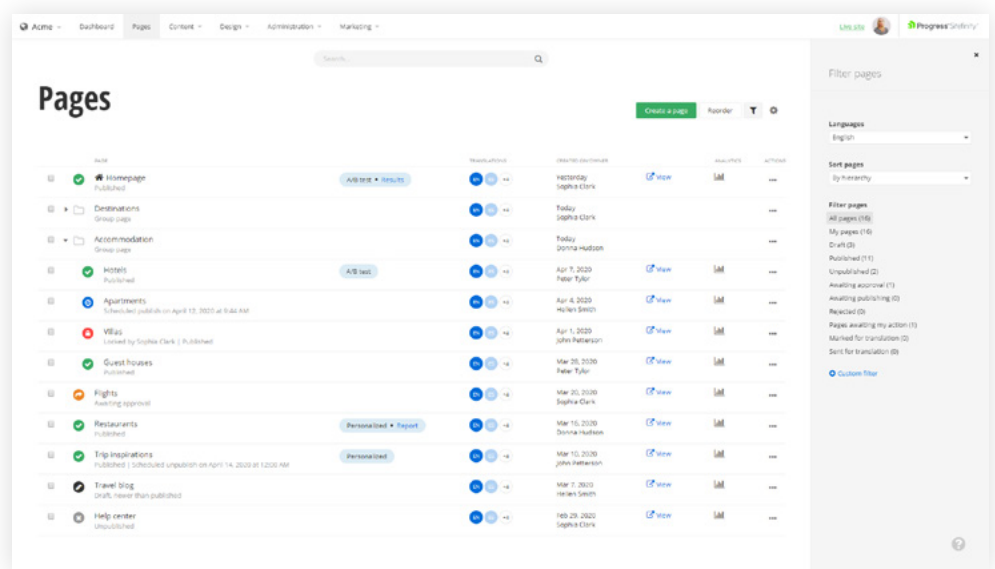
Address customer needs.

- **Update and reuse** existing content to support the various stages across the sales funnel.
 - Create top-of-funnel content that attracts your audience and expands the scope to support solution and building selection.
 - Reuse and distil content to make it available in different formats. From blogs to webinars and webinars to whitepapers, content can continue to play a vital role as it serves different needs.
 - Marketers who methodically enrich existing content with new information can reap the benefits of high-converting organic traffic. Search engines simply love regular updates and evergreen content.

Manage and distribute content at scale.

- With content comes opportunities. What you, as a marketer, need is the ability to manage all your content in the most efficient manner without relying on other teams. Get the most out of your existing content management system—or get the buy-in of IT to migrate to another, more powerful one.
- Support your content in the long term. Content lifecycle only begins when you save the final version of the document in your word processor. Giving it life means properly formatting it for web and adding all the necessary attributes that will really make it stand out. Images, rich media, social integration, SEO attributes... Effortlessly adding it to your CMS, or keeping it up to date in the most efficient manner means that you can use free time to daydream, visualize and plan the structure of that next whitepaper that will generate millions of dollars' worth of pipeline.

Improve the quality of your output while reducing the stress often associated with performing everyday tasks with Intuitive content management.



- Make content management easy. Remember, content management does not have to be hard. Your content management system should make your life easier, not more difficult. Marketers already have enough battles to deal with, they shouldn't be fighting their CMS too.

Go multisite, multilingual and multichannel.

- **Go multisite.** Tailor the conversation to the needs of your brand or the target audience. As your portfolio grows, keeping everything under the same roof can become a challenge from a user experience perspective. So don't. Launch dedicated websites or content hubs for major brands within your portfolio, user personas or business models. Your content management system should make this straightforward, so you continue to manage the entire experience, including sitewide changes to multiple properties from a single interface.
- **Go multilingual.** Consumers will always prefer communication in their native tongue. Your platform should provide built-in multilingual support and integration with third-party translation services to facilitate translation and collaboration.
- **Go multichannel.** Consumer habits are changing. More than 70% of the U.S. population uses smartphones, and that's only one of many new channels rising. Omnichannel content delivery must be a top priority—you can't afford to let it be anything else. To accomplish this, you will need a platform that offers headless capabilities to support content delivery to multiple channels such as smartphones, legacy business systems, websites and more. Managing the entire experience from a single interface will ensure that you do not invest time in reparative tasks and keeping multiple systems updated.



Deliver Tailored Messaging

Are you the type of person who always sticks to the plan and lives by their Outlook calendar? Is your computer desktop always tidy or does it look like a garden in spring, full of colorful icons scattered across the screen? How many digital screens do you look at daily? Do you start your first meeting while driving to work or do you wait until you have had your morning coffee?

You may be one of the 2.5 billion iPhone owners out there, but odds are the experience you have with your device is unique to you and to you only.

Knowing that, it's evident why the one-size-fits-all approach to messaging is not ideal.

While great UX and web design enhances user satisfaction by improving the website or application interface, it is the messaging that really helps build the emotional connection with your brand.

Make personalization work for you. Make interactions personal.

Gain insights about your audience.

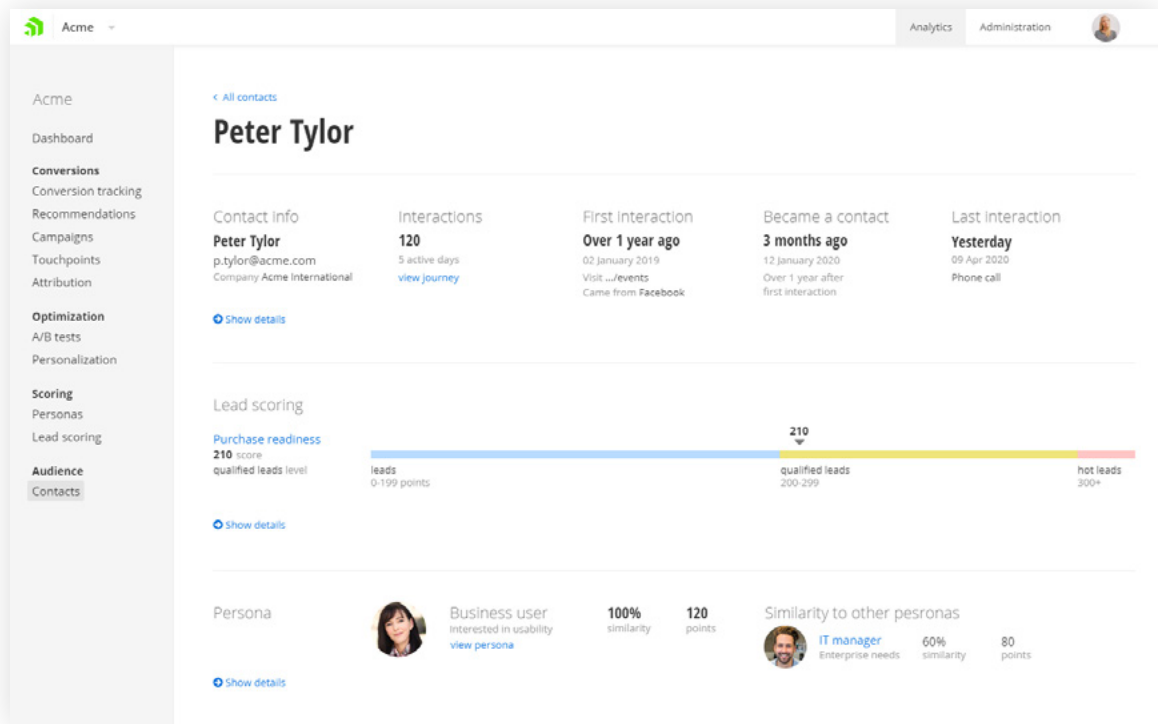
- **Your analytics platform should enable you to spot usage patterns and easily identify trends.** Use those insights to build segments, profile your audience and shape unique journeys.

Segment your audience

- **Create audience segments based on one or more criteria where available, including:**
 - Geographic: Geolocation, day or weather condition
 - Demographic: Profession, gender or age
 - Psychographic: Interests, personality, values and beliefs
 - Behavioral: Device, time spent, number of visits and browsing history
- **Give weight to different criteria to help build a complete persona profile.**

Deliver tailored messaging.

- **Personalize.** Start small and create tailored messaging for two or more of your most valuable personas. Focus on key entry points or conversion points such as campaign pages, or shape the entire journey based on your persona scoring model.



Segment your audience and tailor the message across channels to optimize user experience and increase conversion potential.

- **Be consistent and make sure that personalization persists between user visits and session.** Store and retrieve information such as origin of traffic, or first touch and use it to deliver consistent messaging between visits.
- **Ensure personalization persists between devices.** Introduce magic gifts that motivate people to register and provide additional information about their personality or demographic. Store this information in your system and retrieve it across devices to continue delivering tailored messaging or product offerings regardless of the device they use.
- **Review performance and adjust as needed.** Practice the good habit of reviewing your personalization report and adjusting your scoring model as needed. This is the trick to ensuring your personalization efforts continue to have a positive impact on your marketing initiatives.



Measure and Attribute. Connect Your Systems. Remove All Silos.

If you ask the savviest marketers, their best kept secret for success is their ability to measure and attribute traffic as well as connecting multiple systems, automating processes and running nurtures. Removing data silos also promotes operational efficiency and enables organizations to make data-driven decisions, ultimately improving the return of investment of marketing activities. Consider the following steps if proving your ROI is a key challenge.

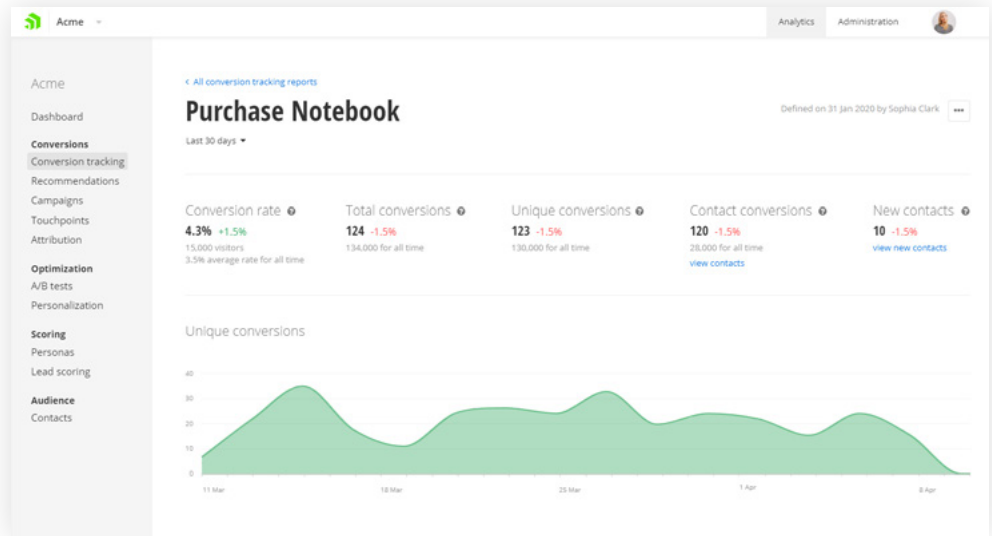
Define macro- and micro-conversion points and track performance across segments.

- **Expand your field of view beyond basic tracking.** In addition to measuring common metrics such as visits, time spent on page, sessions per users, etc., start paying close attention to page-level interactions and micro-conversions. A lot can happen before visitors reach your contact us form. Understanding usage patterns or interactions will enable you to have meaningful conversations with your user experience (UX) and design peers.
- **Use data insights to optimize your campaign landing pages and maximize the performance of your campaigns.** By segmenting visitors based on campaign source or medium, and tailoring the experience to that specific source, savvy marketers can improve engagement, conversion and better utilize their ad spend.
- **Work with technology, not against it.** The overhead often associated with monitoring the performance of key conversion points can be mitigated by leveraging ML-driven alerts and reports that proactively monitor your pages for excessive friction.

Connect your site to your favorite email marketing or CRM system.

- **Make marketing magic with MarTech.** Marketing Automation (MA) systems can enable your organization to automatically manage marketing processes and multifunctional campaigns, across multiple channels.
- **Use campaign attribution.** Measure campaign influence, trigger automation and tailor nurture communications with prospects to pinpoint what works best.

- Follow the journey.** Connecting your website to your MA/CRM system gives better visibility over multiple stages of the funnel. Marketers can follow visitors on their journey to becoming valued customers and understand how campaign efforts, tailored messaging or changes to the website influenced the health of the funnel. Such insights can then be used to further optimize content creation, user experience and campaign efforts.



Smart insights are instrumental to the success of your marketing programs.



Never Stop Optimizing

The chaotic nature of today's purchase journey makes predicting and prompting customer actions more necessary than ever. Optimizing your entire marketing strategy and your website or application design is the key to converting visitors to customers. That means removing barriers and friction, creating a pleasing experience for customers and providing incentives that entice specific actions.

Conversion Rate Optimization (CRO) is the way to increase conversions, improve the user journey and, last but not least, measure the pros and cons of design changes. You know, like that one change you're so eager to implement on your main website.

- **Increase conversion.** Test multiple variations (A/B testing) of your content to determine which message resonates with your users as well as the page elements (images, call-to-action copy and/or color, number of form fields and visual cues, etc.) that produce the highest conversion rate.



- **Improve the user journey.** A good user journey can mean the difference between your visitors finding the information that leads them to purchase versus leaving the website frustrated. Identify key entry or exit pages where important web metrics such as engagement, bounce rate or time spent on-page can be improved.
- **A/B test critical junction points.** Use A/B testing to test and optimize the properties of key page elements and navigation paths.
- **Measure pros and cons of a design change.** Website design changes are often proposed by multiple stakeholders. And, though these updates may be well thought out from the business perspective, they may not always keep the visitor in mind. A/B testing is a valuable method to validate the effect of website changes before committing to a design.
- **Be data-driven.** Don't make impulsive decisions that might negatively impact your current performance or conversions. Test your hypothesis and apply changes once you have reached statistical significance and have data to support your decisions.

Embrace All Opportunities to Rise Above the Noise

Keeping all elements of your digital marketing strategy in balance ensures that you have all the ingredients you need to build fluid, seamless customer experiences. And by creating these dynamic, customer-centric experiences, you're one step closer to driving more engagement and ultimately, more revenue.

Use the power of content to attract new users to your online properties. Use the power of personalization to start meaningful experiences and convert visitors to customers. Optimize your journey to improve conversions as well as retain your customers.

Leveraging the full potential of your digital experience and content management platform will provide you with the opportunity not only to be more agile, productive and successful in your day-to-day work, but also help you prove the ROI of your marketing programs with ease.



Whether your goal is to attract, convert or retain customers, personalizing your content and optimizing the journey is key. By using your content to its fullest, you can generate a constant stream of opportunities to grow your business and leapfrog the competition.

And it does not need to be hard if you let Progress® Sitefinity® help you on your journey.

Progress Sitefinity is a cloud-enabled platform that allows marketers to bring their digital experiences to life. Leveraging future-proof technology, powerful cognitive capabilities, consistent content management and data-driven insights, enterprise can deliver, optimize, and scale personalized omnichannel user experiences.



Lakeland Health Manages and Updates 30+ Microsites with Sitefinity Headless CMS

Lakeland uses Sitefinity to:

- Manage 32 microsites and 1,500 different pages
- Deliver engaging mobile experiences that account for 70% of total site traffic
- Increase marketing efficiency by 2x through simplified page and module creation



Learn more

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Virgin Active Crafts a Customer-First Digital Experience with Sitefinity

Virgin Active uses Sitefinity to:

- Drive prospect interest, which is up 35% since launching the Sitefinity-powered site
- Deliver better features for paying members, with an average 4-star rating among customers
- Excite and engage internal stakeholders, with 75% of employees saying the new site better represents the brand vision



Learn more

www.progress.com/virgin-active





Sberbank banka, Slovenia Increases Customer Conversion Rates by 30% with Sitefinity

Sberbank uses Sitefinity to:

- Optimize customer journeys, improving conversion rates on financial products by 30%
- Integrate 3rd party MarTech solutions with ease to drive cohesive and effective campaigns
- Personalize the customer experience for greater relevance



Learn more

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teknion

Teknion Improves Marketing Efficiency by 3x with Sitefinity

Teknion uses Sitefinity to:

- Manage multiple sites with greater ease, driving a 3x improvement in the marketing team's operational efficiency
- Create a rich intranet app that replaces 30+ enterprise apps and improves employee productivity
- Craft innovative experiences that bring the company's visions to life



Learn more

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Orchestrating Digital Success with Sitefinity

From the customer's perspective, the ideal digital experience isn't like watching a movie. They aren't sitting down passively, waiting to be taken through a story with a chronological beginning, middle and ending. In fact, it's often the opposite. People pick it up and put it down at seemingly random intervals depending on what's going on in their life. They jump in at different points and different places.

In that way, a successful digital experience is more like a song than a story. It needs to be catchy and enjoyable, no matter whether you hear it from the beginning or tune in during the last chorus.

But don't be fooled. While customers may meander on the journey, everything behind the scenes must be carefully orchestrated. To survive in the digital world, businesses like yours must learn to see things differently, do things differently and deliver experiences that go beyond your customers' expectations.

If the modern marketer is the maestro, you need an orchestra that enables you to pull all different elements together. But beyond that, you need a well-practiced orchestra, capable of playing many different songs and adapting to the circumstances.



"The part I like the most about Sitefinity is the ability to make it my own. Almost everything can be customized to meet business requirements."

Application developer in the education industry

Sitefinity gives you everything you need to bring your music to life. As a feature-rich DXP designed for today's complex digital landscape, it empowers modern marketers to:

1. Better understand their customers and analyze their needs
2. Create meaningful content that engages and excites
3. Tweak and tune the customer journey to be relevant to everyone
4. Break down barriers so you can accurately measure and assess your experiences
5. Optimize everything so you can continually refine and evolve your experiences

Let your content management platform do the heavy lifting so you can do what you do best: innovate. Choosing the right platform is vital to this journey and helps you bring out the best version of yourself.

Sitefinity is trusted by:



Request a demo:

progress.com/sitefinity-cms/sign-up-for-demo

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, the flexibility of a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer, network monitoring, plus award-winning machine learning that enables cognitive capabilities to be a part of any application. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications.



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