

Express Yourself with WCM





Web content management systems empower you to craft your online presence – *without learning to code.*

In today's multimedia, multinational business world, every company has an online presence. These range from simple one-page websites to comprehensive integrated social media empires.

Effectively managing your online content has two key components. Although it is vital to efficiently **master the technology**, you must also **communicate authentically** in a way that resonates with your brand's target audience.

Choosing which technology to use to manage your web content can be overwhelming. A full-service web content management provider can help figure out which enterprise platform is right for your business needs and work with you to develop a captivating design for your web presence and interactive media.

In this eBook, we'll help you focus on what your web content *should* and could be doing for your business so you can figure out where you need to focus your resources for improvement. We'll also introduce you to some of the leading online enterprise platforms for web content management and outline how a web content management solution could help you best use your time, money, and other resources.

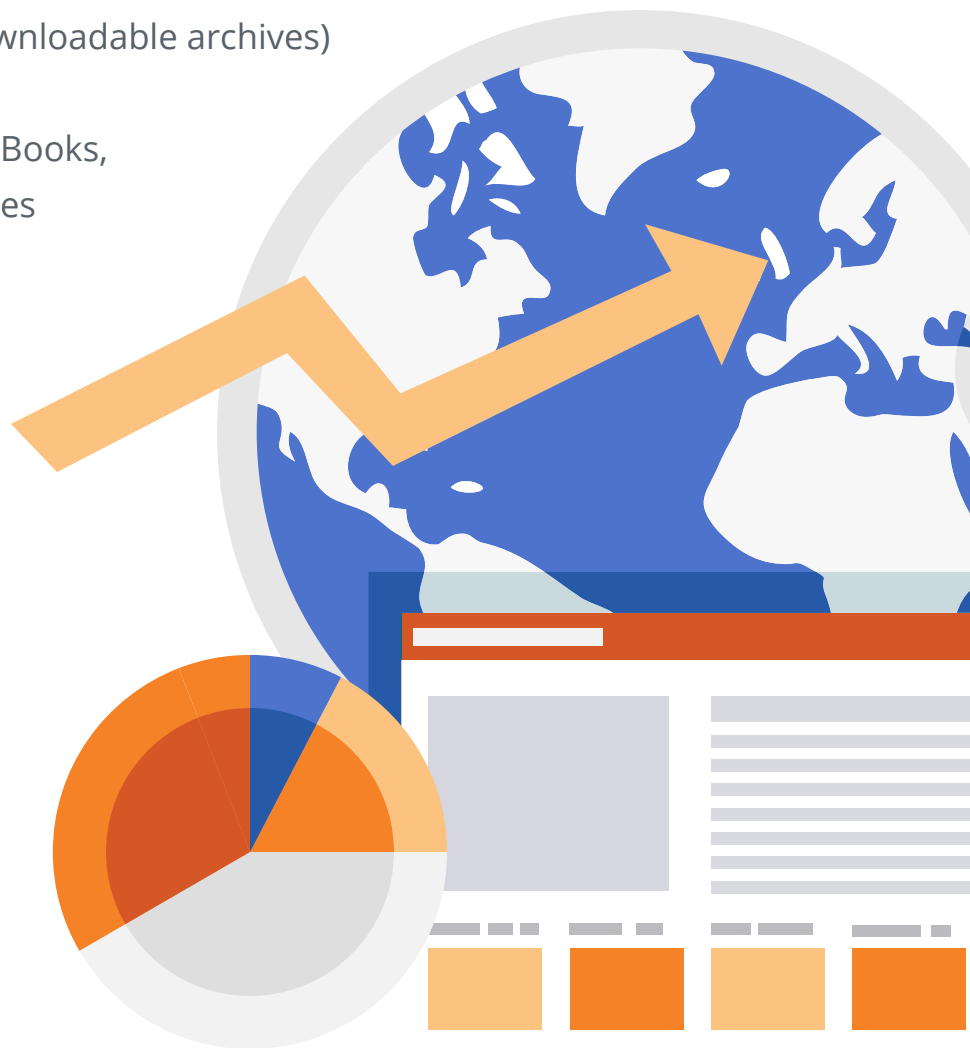
Your Website: Your Most Effective Employee

Your online presence is about more than just conveying information. It's about sharing your brand vision and personality, building a community, and developing goodwill.

In addition to a basic website, you have a variety of online content options:

- Blog articles, authored by various sources within your organization
- Videos, both top-level and user-level generated, available for on-demand viewing or download
- Live video webinars (and downloadable archives)
- Chat functions
- Downloadable content like eBooks, white papers, and case studies

Your web content can work for you at all hours 365 days a year. It can be your hardest-working employee, reaching out to audiences in global markets on their schedules rather than yours!



Your Web Content Should...

Answer questions

Who are you?

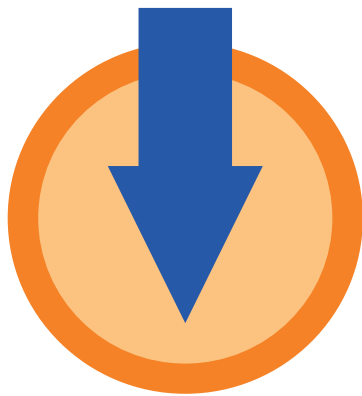
What are your products or services?

Why would someone work with your business?

What are your hours of operation and location?

How does your business fill a need I have?

How do I contact you?



Give direction to visitors

How do I place an order or request service?

What's new in this industry?

Where can I find more information about a problem I'm having?

How do I figure out what products or services I need?

Make appropriate suggestions

If I order this item, do I need additional parts?

I'm interested in this service. What others might be related?

After reading this blog post, where can I find more in-depth information?



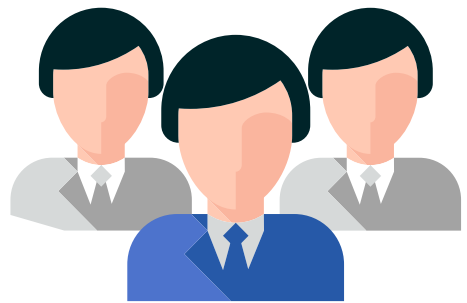


Represent your brand in style

Professional and appropriate style and layout
Easily identifiable with your brand
Branded colors, logos, themes, and fonts

Tell the business story & promote the brand

Show your brand's personality.
Help people connect in a community.
Share experiences, values, and common issues.



You've probably figured out that your web content can't just be "set it and forget it" – you need to produce and promote new, fresh content to stay relevant and competitive.

Successful brands use up-to-the-minute web content to

- Interact with connections at all hours of the day or night
- Post timely and topical content that is clever, funny, catchy, and relevant



It's often impossible or impractical to task an employee solely with creating, monitoring, and maintaining your web presence, but it can be a full time job! The right tools can help you use workflows, scheduling, and automation to streamline, manage, create, and respond to your online content.

People are increasingly browsing web content and accessing business services from mobile devices like tablets and cell phones, so optimizing your web content for mobile is no longer an optional feature; it's a necessity. If you're not a web professional, building a portfolio of integrated, interactive, mobile-compatible web content can seem daunting.

"I don't know how to code!"
"Hiring someone to handle this sounds expensive."
"My team doesn't have time for this!"

A web content management system that works for you is the answer.

Web Content Management Systems: Organize and Optimize

Your business sells a product, provides a service, or manages relationships. You shouldn't have to be an IT professional to create and maintain an online presence that helps your business thrive.

***Bringing your content to the web should be easy.
Managing your web content should be just as simple.***

Web content management systems (WCM), are web-based platforms that facilitate the creation, management, and delivery of content. These allow you to access, change, upload, download, and interact with your online content via corporate websites, portals, extranets or intranets – without knowing anything about programming or web design.

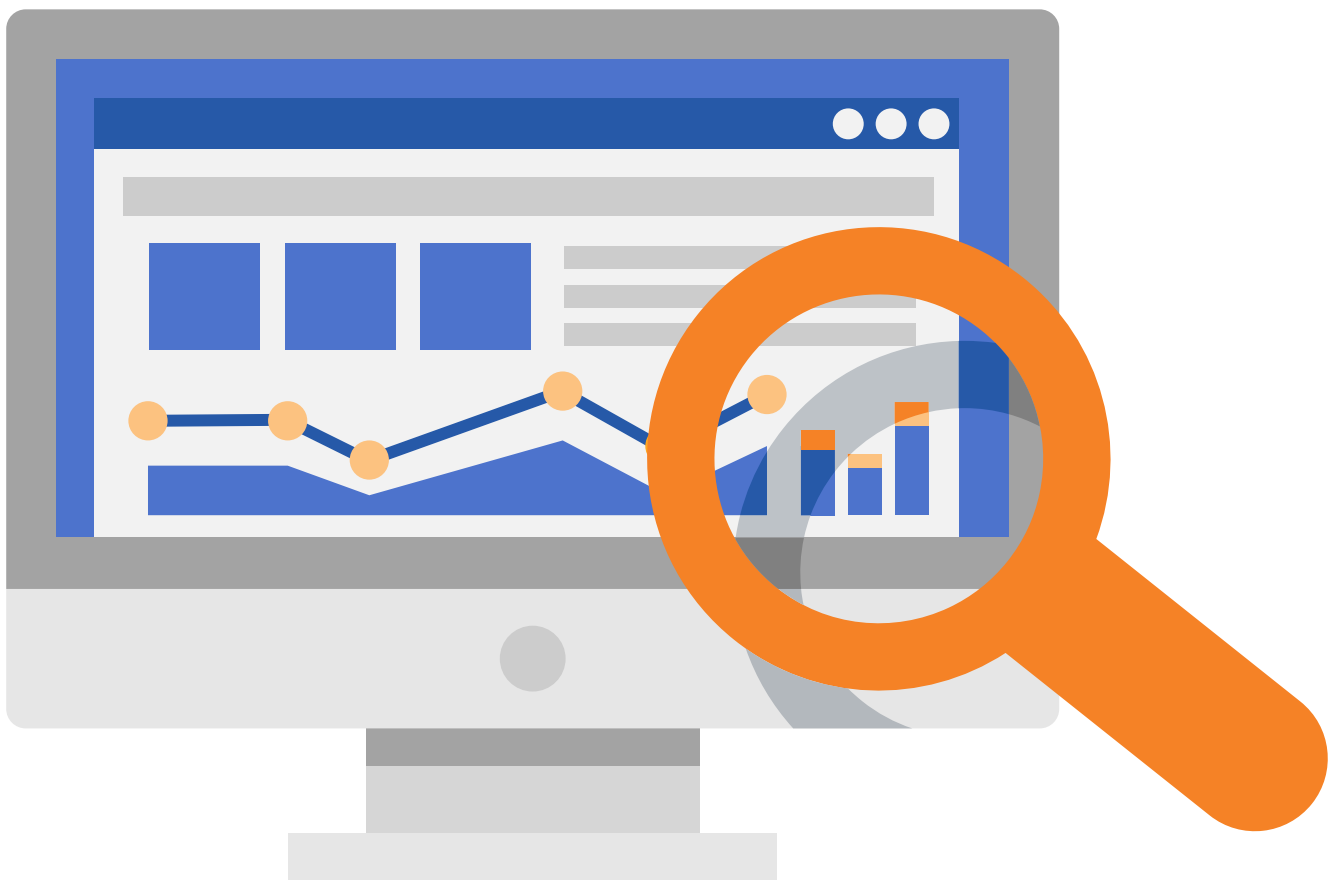
Using enterprise platforms such as SiteCore and Ektron, or open source products like Joomla!, WordPress, and Drupal, bringing your presence to the web really is simple. Ongoing content maintenance is easy, too.



The basic role of a WCM is to enable easy content creation, review, and publishing.

Each editor and reviewer is able to manage content via a web browser. The content itself is stored in a database, and security settings allow each user to access or manage content in accordance with their set security level.

A web content management system allows you to put your resources where they need to go and where they are working rather than wasting time, money, and effort on unfruitful strategies. It allows you to easily track and analyze the effectiveness of your content by a variety of metrics, both independent of and integrated into your other enterprise systems.

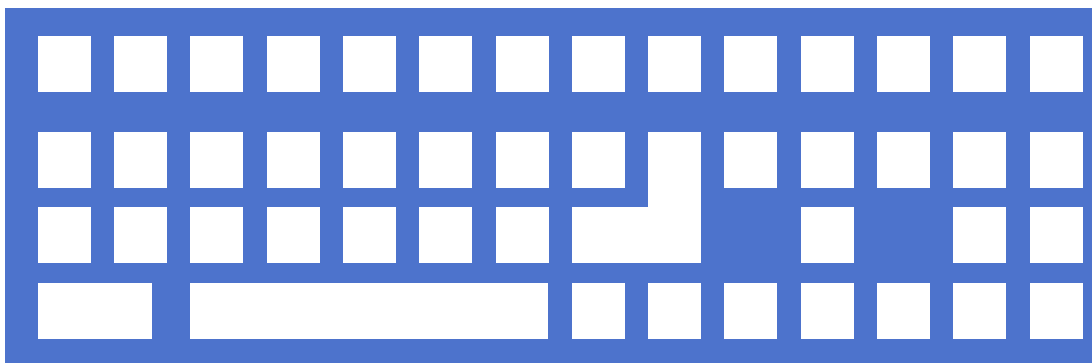


WCM allows users to easily manage content however and from wherever they choose.

There are a wide variety of CMS platforms, each with its own unique interface and strengths. You should choose a platform that's right for your organization's size, as well as ensuring scalability and customization for future growth. The particular challenges and goals of your business will determine which features will be most valuable to you.

SiteCore provides incredible user personalization features, allowing you to serve custom content to each of your users while still being simple to integrate and administer. It has emerged as a leader of the pack among .NET CMS products. It helps you develop sites that are highly scalable, robust, and secure and automates your processes to deliver results faster.

Ektron seamlessly integrates customer relationship services, analytics, and content management. Its interface allows drag-and-drop ease of content creation, assembly, and organization. Ektron allows you to easily schedule and manage content, delegate permissions, and integrate with other enterprise systems.

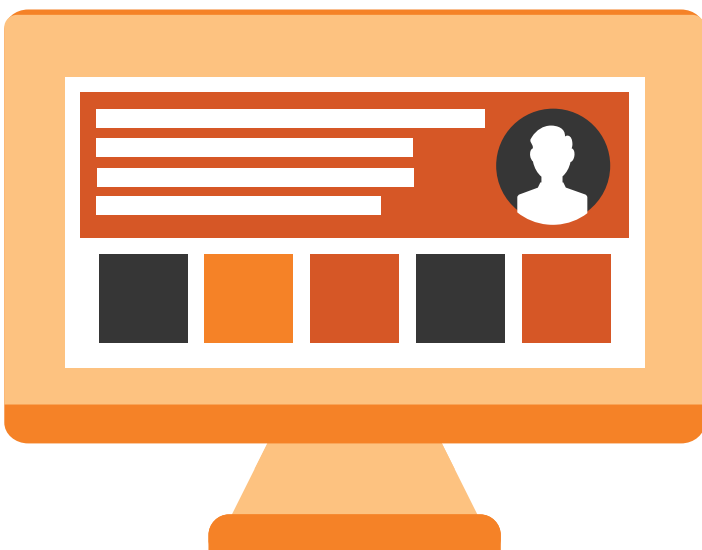


WordPress has evolved from its origins as an innovative, easy-to-use blogging platform into a basic but multifunctional CMS. With an ever-increasing repertoire of themes, plugins, and widgets, it is widely used by marketing teams because of its incredible ease of use for creating and publishing online content quickly.

Joomla offers a middle ground between the developer-oriented, extensive capabilities of Drupal and the user-friendly options of WordPress. It has more complex site development options but remains accessible and easy to manage.

Drupal is a powerful, developer-friendly tool for building and managing large, complex sites with huge amounts of data. Because of its capacity, it requires more expertise and experience to operate than others. It easily enables accurate, reliable content management of data, blogging, forums, newsletters, pictures galleries, and other content for your website.

Each CMS platform has different advantages, features, and interfaces. A web content management development professional can help you figure out which will be the best fit with your business for your organization's current and future needs.



Getting Started with Web Content Management

Once you figure out which WCM is best for your organization, you'll be able to

1

Work with designers to develop an overall structure for your new online content, including establishing a layout, organization, and interface that fits your brand and business objectives.

2

Bring your existing physical copy online, including your company catalogs, pamphlets, marketing flyers, manuals, documentation, meeting notes, or project specifications.

3

Integrate your other enterprise systems, including customer relationship management (CRM) systems and enterprise video and media systems, to provide better analytic data and enable user interactivity.

4

Set up other interactive WCM features to allow authorized users to create, edit, and schedule content. User interaction is controlled through security, workflow, and audit trails, which are stored and tracked in a database and available for analysis.



Ready to Get Started?

PulaTech's teams are experts in creating, customizing, deploying, and maintaining websites and content management systems for any industry.

Our dedicated team of visually talented and brilliantly minded graphic designers will work with you to create the layout, look, and feel that's just right for your audience and brand. Our quality programmers will ensure that your website performs as great as it looks.

