



5 REASONS YOU DON'T NEED A NEW CMS

To Create Amazing Digital Experiences

creator[™]
by zmags[®]



INTRODUCTION

As ecommerce marketers, your time and resources are likely dedicated to the noble cause of building site traffic. From email campaigns, to social media, to SEO, to retargeting ads, all roads (hopefully) lead to your ecommerce site. This is the core goal of every marketing effort, to drive traffic to your site. Which is why there is nothing more frustrating than seeing a fraction of that hard-earned traffic convert.

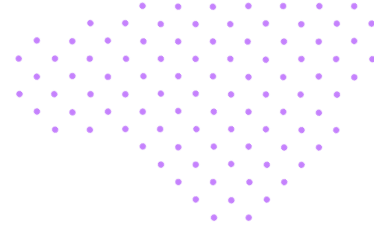
You know what to do, but your CMS has real limitations that slow you down:

- Interactive experiences require IT development support – and the queue is long!
- Experimentation is hampered because coding is labor intensive, and it's too expensive to apply resources where you can't be sure of success.
- A lack of inventory alerting makes you cautious about promoting some items.
- It's hard to tell what's really working on a page because page level metrics don't give you the full picture.

What if there was a better way? A way to create immersive experiences that not only drive a higher return on acquisition campaigns, but also drive stronger brand loyalty.

You can. Best of all, you can do it without being dependent on your CMS or development resources.





It's been estimated that 61% of today's consumers are influenced to buy online by custom content. When a consumer lands on your site - regardless of the acquisition channel - they should effortlessly be guided down a customer journey, exploring both your site and your products along the way.

What this ultimately translates to is a desire across the board for customer journeys that go beyond a standard product grid. Today's consumer wants shopping experiences featuring content that inspires, educates, delights, guides, and connects.

For any brand ready to invest in interactive content, beginning the process of delivering rich, high-converting content can seem daunting. The first place most brands start is seeking out a content management system (CMS). Content management systems at their core are content organization tools, enabling content creation through a series of templates. Most brands assume procuring an expensive CMS is a necessary step in building a content strategy. But you might be surprised to learn this not the case.

Before committing to a long and expensive CMS onboarding process, first ask yourself whether your unique goals can be achieved without a CMS altogether. In this ebook, we'll review five reasons you might not actually need a CMS to execute a high-impact content strategy that drives conversions.

1. Your content goals are creativity-focused, not structural

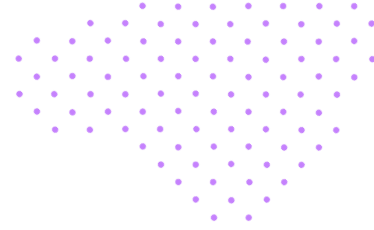
This is the number one reason most brands don't actually need a new CMS. Despite featuring the word "content" in the name, a CMS is not necessarily for the brand who is dedicated to creative content.

A CMS is perfectly suited for brands who are in need of structural or functional features on their website. This includes site navigation, product grids, web page structure, etc. Any content that is created is built through rigid templates that require hand coding. Because of the nature of content creation within a CMS, you are limited to very static and basic web pages.

If, however, you are interested in building content that contributes to a truly unique and engaging shopping experience, you might need to consider additional content creation tools. You could find CMS templates too restrictive (that includes digital content like quizzes, buying guides, tutorials, or shoppable lookbooks). These content formats are incredibly difficult to replicate through a CMS. Every interactive or rich element on a CMS-built web page ultimately requires hand coding, which for most marketing or ecommerce teams means involving IT.

Which brings us to . . .





2. Your IT team has bigger fish to fry

As stated above, creating any content with a CMS usually requires hand-coding within the confines of template, sometimes days' or weeks' worth. Unless you are interested in standard product grids and product description pages, this simply cannot be avoided. Which means involving multiple departments in the process.

This workflow usually follows a standard process; marketing creates mock-ups of what they need, receives approval from various team members, and then sends those mock-ups to development. From there, it's the typical back-and-forth of edits, QA testing, and eventual publishing. For a marketer or ecommerce manager, this means an extended production timeline that can extend for weeks. But for a developer, this can mean putting entire projects on hold. When building online content requires IT involvement, important website updates get pushed to the bottom of the "To Do" list. For some companies, they end up abandoning rich content altogether.

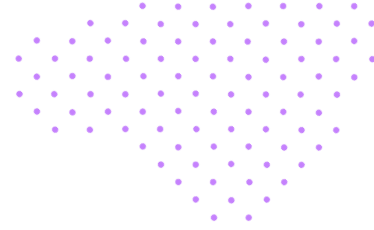


3. You need rich content STAT

The phrase “time is money” exists for a reason. For the marketing or ecommerce team with a short timeline, they likely don’t have the freedom to spend months reviewing CMS options, undergoing lengthy integration processes with IT and development, and eventually completing onboarding training across various departments. And as anyone who has ever managed a project of this magnitude before knows, processes like these rarely flow on schedule.

Before committing to a lengthy CMS onboarding process, consider if your brand is on a tight schedule. Perhaps your team needs to execute a particular campaign to coincide with an upcoming holiday or sale, meaning you have a hard and fast deadline. You don’t have time to waste. You need solutions that can be turned around fast.





4. You're considering replatforming

If your company is even considering changing your ecommerce platform within the next year – and since most brands replatform every one to three years, there's a good chance you are – adding a CMS into the process might not be advisory. There's a chance the CMS you spend weeks or months onboarding will not be compatible with your new ecommerce platform, requiring your team to start the process all over again. Or if it is compatible, you'll essentially have to prepare to integrate your CMS twice; once with your current platform, and once with the new one.

If your brand is considering replatforming, it's well-advised to find content solutions that are completely platform agnostic and require little in the way of integration. The replatforming process is difficult enough, as it truly requires involvement of every department of a company (and rarely proceeds on schedule). The less tools you have to transition to a new platform, the better.

5. You have a limited budget

A CMS can run a wide range of budgets, depending on the features of the tool. As the old adage goes, you get what you pay for. This rings especially true for a CMS. The more features a CMS offers, such as A/B testing or personalization, the more expensive the tool.

When factoring a CMS into your company's expenditure, consider how your budget will change over the years. Be sure to inquire about additional hidden costs down the road, and as always, do your research on alternative tools. If there are features that your brand will be forced to pay for that will simply never fit into your content strategy, take the time to consider all your options.





ZMAGS CAN HELP

Before spending valuable time and resources on acquiring a new CMS, truly take stock of your team's unique content requirements. Every brand is unique, and there is no rulebook to building a content strategy. While a CMS is often touted as the first step to delivering an elevated and engaging customer journey, that's simply not always the case. In fact, a CMS can often be a direct barrier to a creative shopping experience.

Creator by Zmags is a content creation tool that is completely ecommerce platform agnostic, and enables unlimited creativity without coding. This means anyone can masterfully design and publish rich digital content in a fraction of the time. Without the endless back-and-forth between marketing and IT, your creative ideas can be realized faster.

Build content that is proven to improve both engagement and conversion metrics, and improve SEO. From lookbooks to quizzes, and from video tutorials to gift guides, anyone can be a Creator. And Creator by Zmags integrates seamlessly into any workflow, without disrupting your existing CMS. Whether you're interested in tightening your budget, or want to break free of templates, there's a content solution for everyone. Don't be afraid to think outside the CMS.

Sources

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