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Scale your business to new heights

PRACTICAL GUIDE TO LEVERAGE
YOUR CMS FOR SUCCESS IN AN
UNCERTAIN MARKET

Contents

Introduction

After two years of constant change, you would think businesses would be used to uncertainty. But with inflation rising, interest rates climbing, rocky markets and supply chain woes continuing, contrasted with one of the strongest job markets and strong consumer spending, businesses aren't quite sure what to expect in the coming months.

Unfortunately, layoffs aren't off the table, as many companies have recently shed portions of their workforce. It's something that seems to scream: we don't need to make any technology changes right now. After all, why would you go through the process of implementing a new technology when budgets are tight?

These are fair considerations, but it's important to consider the long-term when positioning your company for continued growth during turbulent markets. Harvard Business Review urges companies to not cut marketing budget when facing a recession, as companies that continue market come out the other side better off.

And more often than not, a time of economic uncertainty is actually the best time to evaluate your technology stack and if it's serving you. Bloated features, difficult workflows, and inability to scale are all reasons to consider migrating.

If you're looking to find efficiencies and drive growth, this guide will help you identify the areas to consider when evaluating your CMS and steps to take to ask for a new CMS, when the time comes.

Key takeaways from this guide:

- Understand how to leverage your content management system for increased digital presence

- How to convince your company to switch platforms when they're focused on growth

- If you're looking to expand, how to do that successfully with your CMS

Don't want to take the risk of implementing an entirely new CMS?

We hear you. Fortunately, content management isn't an all-or-nothing game anymore. The advancement in API's and flexibility of headless CMS mean that you don't have to jump in with both feet - something that could be an advantage for companies not ready to make large investments in this market.

This approach is what we call "taste-testing" headless CMS. Think of it like those Costco samples you love - before you buy the giant family-sized portion, see if you like it first. See if it works with your current kitchen set up and if your family will like it too before you spend the big bucks.

Using headless architecture ALONGSIDE your traditional CMS provides agility that you can't get with just a traditional CMS alone.

What can "taste-testing" headless do for your company?

- Drive efficiencies (goodbye Word doc uploads to your traditional CMS)

- Enable more fluid omnichannel creation (ahem, no extra coding just to get your content to work on mobile) - saving time, money and frustration

- Get your team more comfortable with a headless architecture while still enjoying the benefits of a traditional CMS

- Reduce costs associated with migration while increasing ROI associated with better workflows and omnichannel content

Check out our latest webinar to learn more >

Leverage your website for greater digital presence

Website performance is vital to customer engagement

According to the 2021 Hubspot State of Marketing Report, websites are the second most used digital channel for marketing online behind social media. Websites drive engagement, community, brand awareness, and revenue generation, but many websites are not performing optimally, missing out on key traffic from interested audiences.

With the digital environment saturating, competition for consumers' focus increasing, and worries of an economic downturn bubbling up, it's more important than ever to have a reliable, fast, and well-performing website that can capture your audience's attention and convert them to customers.

According to Gartner, most companies (over 80%) compete with one another solely on customer experience—and almost 50% can track and cite the gains from it.

If your website is slow and riddled with outdated content, customers are going to move on quickly.

So how can you improve that experience? In this guide, you'll find out the ways you can position your website to help you deliver an optimal customer experience in a world of increasing complexity.

Let's go!

Going the extra mile with your site

Your site is the place where consumers either decide to engage or move on. The following key pillars will help you improve your site performance and keep your customers coming back.

Speed is currency

As a general rule, you need to ensure high website availability (at least 99.99 SLA), a user-friendly interface, and an overall fast loading time.

The top websites in the world, such as Facebook, Google, and Amazon load in under two seconds. These are the benchmarks you should aim to emulate, since slower pages have real consequences.

According to a Portent survey, a conversion rate will fall by 4.42% for each second of delay.

How to improve: Start by auditing your website, optimizing media assets (videos and images), leveraging content delivery networks (CDNs), enabling browser caching, and minifying JavaScript and HTML files.

Leverage personalization, localization, and multi-language experiences

Websites play an influential role in expanding your company's market reach beyond your existing operating areas. Sixty-six percent of online shoppers view their primary language as an integral communication tool for all businesses, and 90% value personalized experiences and content.

If your company wants to stay competitive, these are not "nice-to-haves" - they're integral to success.

How to improve: Optimize your site for the locations and languages you are targeting, then add in personalization to each version of your site. Your CMS should enable you to easily create and update pages in any language.

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Design a portal to your broader ecosystem

Your website is a door to your wider marketing ecosystem. Leverage your site to add customers to an email list, interact directly via a live chat function, enable personalized messaging using customers' first-party data, and more.

With the right content management system (CMS), your team can integrate with several third-party services, create personalized messaging and recommendations, and leverage multi-language and multisite functionalities to serve different markets.

How to improve: Identify the key marketing functions your website needs to support, then make sure you can integrate your CMS with these tools.
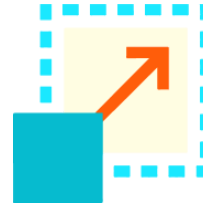
Choose technology built for scaling

The best websites on the internet are backed by strong, secure, and reliable technologies. To have a website built for limitless scalability, you need software services that align with the principles of MACH architecture: microservices, API-first, cloud-native, and headless.

How to improve: Select technologies that meet present-day website development standards and trends, such as containerization, using CDNs, serverless architecture, and progressive web apps (PWAs).

These software services will help you meet current market demands and prepare for the future.

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Prioritize SEO to drive brand awareness

Many factors play a role in helping you rank high on search, but the most important one is your content. How relevant and authoritative is your content? Does it address your customer's pain points?

Essentially, is your website optimized for SEO?

How to improve: Optimize your website landing pages, content, site map, copy, metadata, images, internal and external links, etc. Site speed is another key factor that affects your ranking. For example, according to Google, page speed is one of the major factors for ranking.

Build an ROI hub

Expanding your business requires extensive research and business development and you don't want your website holding you back.

With marketer-friendly tools and a less technically burdensome website, your business can benefit from:

1. Marketers' ability to build campaigns, landing pages, product pages, and more, by themselves.

1. Smaller, leaner developer teams that no longer need to devote resources and time addressing patches, updates, maintenance, bug fixes, or even marketer requests.

The result? More efficient and productive teams with more time to focus on ROI-positive activities and flagship business products or services.

How to improve: Consider how your tech stack might be holding you back and look for alternatives.
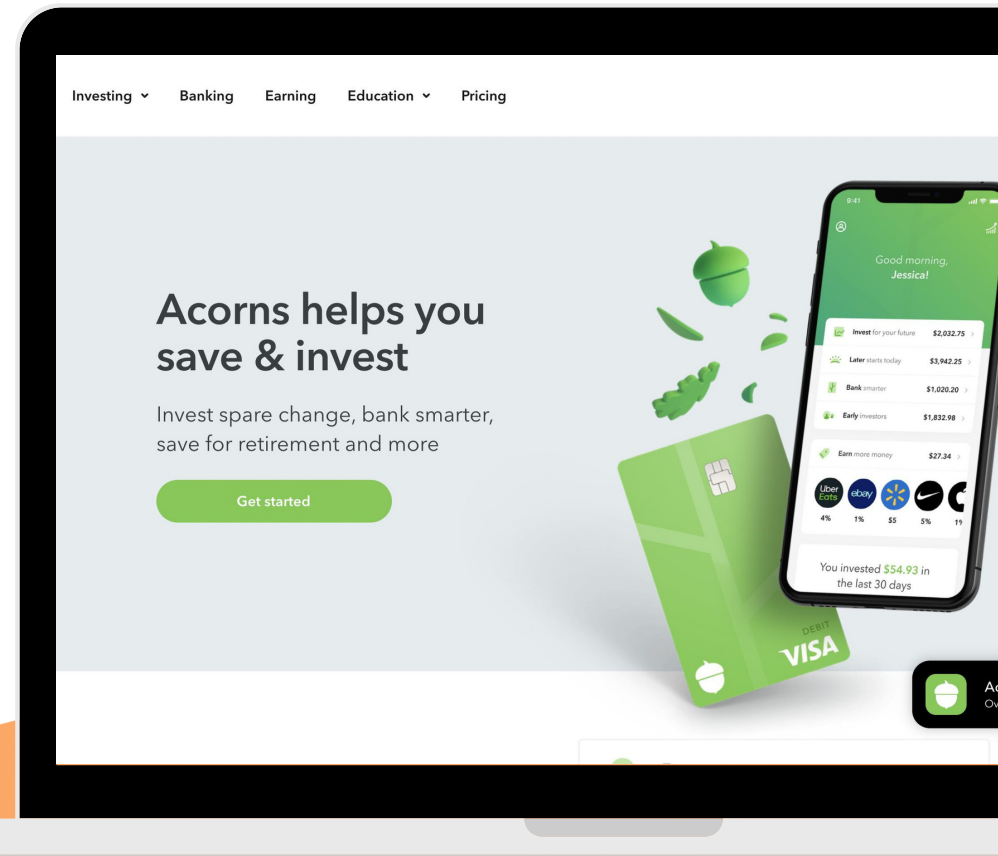
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Acorns sees omnichannel marketing success with headless CMS architecture

Acorns, the popular investing FinTech company, was seeing user growth in the millions, but the marketing team was struggling to keep up. Plus, IT and developers were tasked with juggling requests.

Their goal was to connect their web application, iOS application, Android application, marketing website, and separate publication website all to the same content management system. With Zesty.io's headless delivery and content API, they were able to ensure that all of the teams who have a hand inside the CMS are able to use it to accomplish their goals quickly.

In the first year, Acorns accomplished:
- **Growth from 3M to 5M+ users**
- **Distribution of content to 5 channels globally**
- **2 entirely custom websites**
- **Increased efficiencies between marketing and development teams**

Investing ⌄   Banking   Earning   Education ⌄   Pricing

Acorns helps you save & invest

Invest spare change, bank smarter, save for retirement and more

Get started

Good morning, Jessica!

Invest for your future $2,032.75
Later starts today $3,942.25
Bank smarter $1,020.20
Early investors $1,832.98
Earn more money $27.34

4%   1% $5   5%   1%

You invested $54.93 in the last 30 days

VISA

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How to ask for a new CMS when your company is focused on budget

Migrating your CMS: focus on long-term benefits

For a company trying to balance budget and growth, a content management system may not be a priority. "Our existing CMS will be enough," you'll say. But there are times when this isn't true.

For instance, with many companies considering or moving forward with staff reductions, having a CMS that requires massive financial investments or significant manpower to manage is a problem that will impact a business's overall performance, revenue, and financial stability.

Additionally, potential disruption to growth is a concern that can be offset by a CMS that has robust learning tools, requires less manual oversight to set up, and ensures faster content and delivery.

Don't get caught up in the short-term outcome of the current CMS or worry too much about the disruption a new CMS may bring. Those issues level out over the long-run.

Instead, look at the long-term benefits for growth. This article outlines the key business benefits of switching to a more agile and functional CMS, including faster time-to-market and higher return on investment.

And if you already know the benefits a new CMS could bring your team and are looking to convince your leadership team to say yes, save the next few pages.

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Making the case for a new CMS

When building a case for a new CMS, highlight the following points and implications for your business:

Future-proof tech stack

According to a Gartner report, by 2023, companies with an agile and composable approach, will be able to implement new features 80% faster than their competitors. The ideal CMS for a growth-oriented company would be composable and headless, giving you the agility and flexibility to meet current and future business goals.

Faster time to market

Time is an essential commodity in any period. It can help you outpace your competitors and effectively capture your target market. To achieve this, you want a CMS with streamlined implementation, easy content and site creation, and smooth integrations with third-party solutions.

80% faster

companies with a composable approach will be able to implement new features much faster than those without

3x higher

conversion rate for pages that take one second to load versus pages that take five seconds

Better performance

Performance is one thing to look out for when considering a new CMS. If your current CMS experiences performance lags, availability issues, or slow loading pages, it's best to consider an alternative. After all, a one-second loading site has a 3x higher conversion rate than sites that take up to 5 seconds to load, according to Portent.

Pricing and budget considerations

A new CMS is an expensive outlay, no doubt, but keeping an outdated CMS that strains your budget could prove even more costly. First, compare the total cost of ownership for your current CMS and how much you need to manage it.

A less pricey or resource-intensive CMS may be ideal for freeing up budget resources to re-allocate developers and invest in product development or revenue-generating initiatives.

Expansion and new market drive

When growing or expanding your business, you need a CMS suitable for that purpose. It should come with native features or integrations that allow your employees to access the platform in their local language, enable you to publish in multiple languages, and offer translation services support.

Ideally, the CMS should also provide global content delivery networks (CDNs) to enable customers to access content faster on a server close to them.

Return on investment

Failing to achieve the intended objectives or get maximum ROI on your current CMS is a clear sign that you need a new one. A modern CMS should serve as the central hub for your marketing initiatives and digital presence. Any poor performance or failure will impact other areas of your marketing, slowing you down and resulting in less revenue overall.

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What to consider in a CMS

01 **Omnichannel capabilities**

Building a presence across multiple channels and touchpoints is a must for any business. To create and deliver content to those channels at once, you need a truly headless CMS. This will also prepare you for emerging channels such as AR/VR, autonomous vehicles, IoT-enabled devices, etc.

02 **Multi-language & translation features**

Customers prefer content and messaging that's in their native language or appeals to their culture and orientation. A multi-language feature in your CMS helps you create content in multiple languages, boosting your global presence and attracting customers to your brand.

03 **Marketing tools through API integrations**

A CMS forms the core of your digital experience and should seamlessly integrate with third-party marketing automation tools via an API. This allows for easy scaling and growth of your digital presence, enabling you to leverage the best solutions for each functionality.

04 **Personalization**

Personalization is increasingly crucial to customer conversions and retention. Before choosing a CMS, make sure it offers features or third-party support for gathering first-party customer data, segmenting into personas, and creating targeted and personalized content.

05 **MACH architecture support**

MACH represents technological concepts that help to future-proof a tech stack: microservices, API-first, cloud-native, and headless. CMS solutions that follow this architecture make it possible to stay agile and flexible in meeting emerging market trends and consumer demands.

06 **Automated upgrades and maintenance**

A CMS shouldn't be taking a ton of developer time or resources to maintain or upgrade. Instead, it should provide automated processes, letting you direct your efforts towards your core product offerings and other revenue-generating avenues.

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How Jackpocket fueled growth across multiple channels using Zesty.io

A CMS has a high impact on your revenue and future growth plans and acts acts as the centerpiece of your company's customer experience, An underperforming CMS leads to higher bounce rates, poor search rankings, limited scalability, and a poor revenue return.

While it's never easy to migrate to a new CMS, leaving that decision until it's too late will prove costly as you lose more customers to a poor digital experience. This was on Jackpocket's mind after arriving at a crossroads, with their existing CMS no longer capable of delivering the value they needed.

After a thorough audit of their failing system, they chose Zesty.io— a robust headless CMS and DXP— to drive their growth and marketing initiatives.

Within the first few months of deployment, Jackpocket saw a 90% boost in content deployment, 4x more traffic, and over 2.5 million active app users, and did all these with little or no need for developers to maintain the CMS.
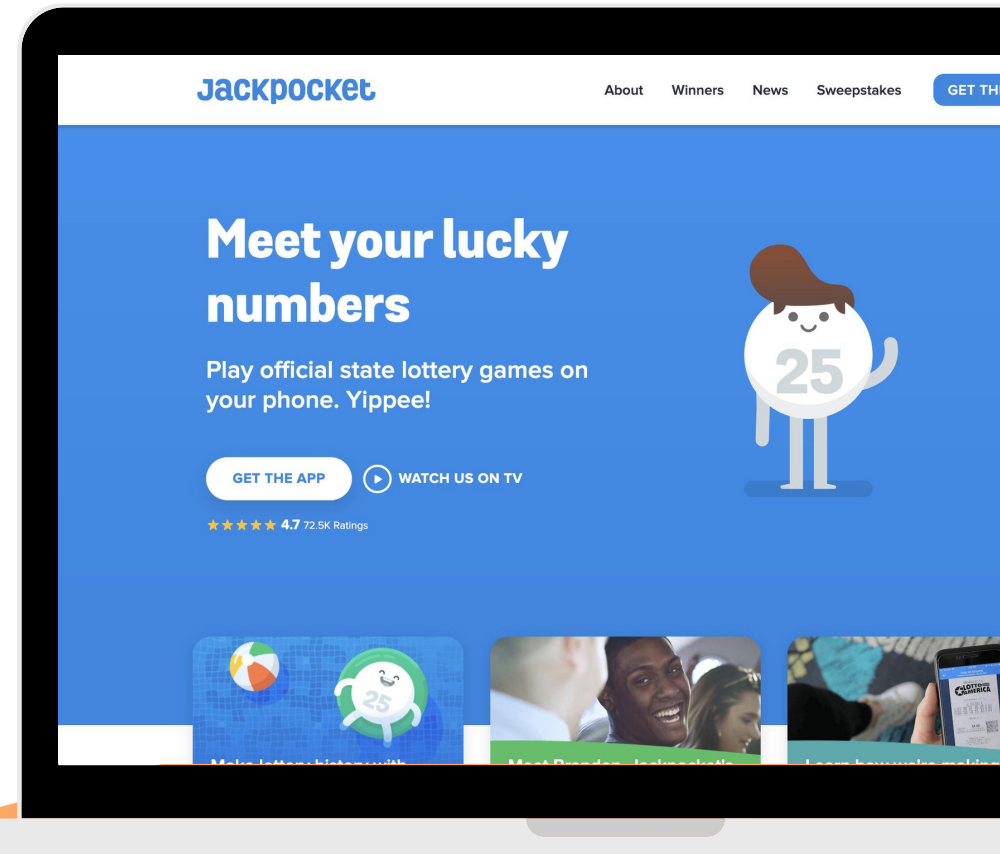
How to expand to a new global market with your headless CMS
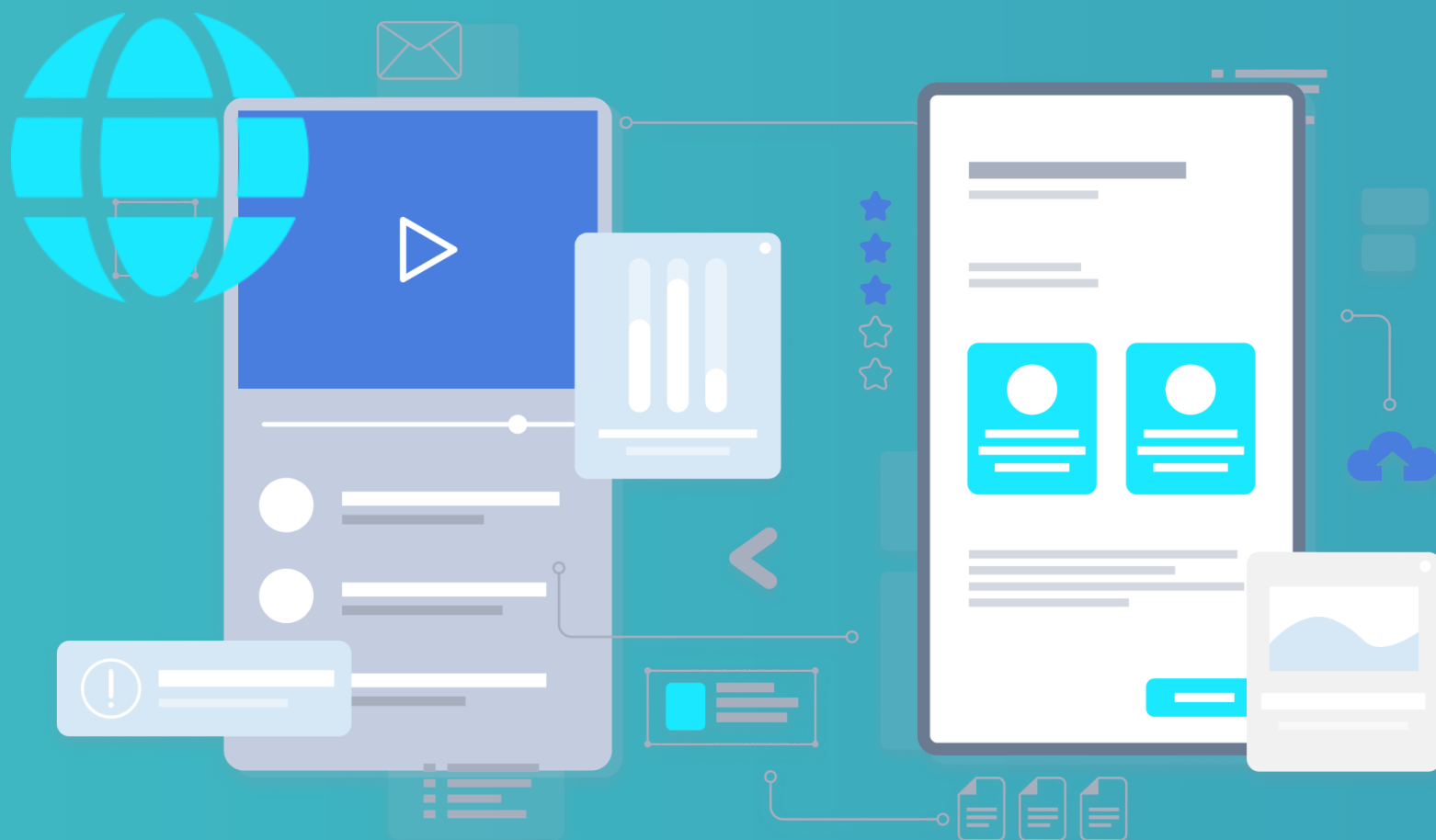
Marketing in a new language

Even in an uncertain market, global expansion is on some companies' minds. If you're looking to enter new markets, there are several considerations to make.

Most important is the ability to provide digital content in your new market's native language. According to a Gartner survey, 66% of buyers believe that it is important for companies to provide their communications, content, landing pages, and websites in their primary language.

Having the strategy, tools, and processes that support localization and multi-language capabilities is essential. This can range from translating your website or marketing materials to adopting technologies that support multiple languages.

But expanding to new markets goes beyond just translating your website. All of the key strategies you leverage for marketing in your home market apply to new markets: using the right message, personalization, SEO, and more.

The biggest consideration here is: how can the center of your MarTech stack, your content management system, help you achieve this?

This piece will cover the key strategies you can employ with your CMS technology to bolster your success in a new market.

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9 essential steps to leverage your CMS for a global market

Growth playbook

Start by researching your new market

For companies to scale to new markets, a thorough understanding of their target audience's language, nuances, demography, purchase habits, and cultural norms is vital.

For instance, when Cornershop by Uber—a grocery delivery company based in Latin America— needed to expand their services globally, understanding the new market and their potential competitors ranked high among their considerations. This also led to a thorough review of their existing technologies to ensure better and faster delivery services.

To start your journey into a new market, you want to set a goal in mind and create a roadmap towards achieving that goal. This roadmap should include in-depth research of the prospective market and the extent to which existing infrastructure can support global scalability.

- Research your new market
- Put customer experience first
- Evaluate your CMS
- Integrate third-party solutions
- Create SEO-optimized content
- Tailor content to personas
- Leverage multi-language & localization features
- Ensure security & compliance
- Audit & refine your strategy

Put customer experience first

When marketing to a global audience or new market, there's a high chance that another company is already offering similar services or products. One key way to drive affinity to a brand is by putting customers first and center above all else.

This can include leveraging the right tools, creating relevant and personalized content, and ensuring customers feel valued and appreciated.

By prioritizing customer experience and better service delivery, you can attract customers already familiar with similar products but unhappy or frustrated with those of your potential competitors.

Evaluate your CMS for global expansion

The right content management system can have a profound effect on a company's global expansion efforts. A CMS with a global CDN serves content from the network server closest to the customer, enabling faster website rendering around the globe.

The CMS should also have multi-language and localization support, headless functionality, and APIs to connect with other third-party tools.

After careful assessment of your existing CMS, if you find yourself with a developer-intensive and unscalable system, you should migrate to a modern CMS that easily supports global scaling.

Integrate essential third-party solutions

A CMS is the central hub of a company's marketing initiatives. When you're moving fast to succeed in a new market integration with third-party services is key. This can include a personalization engine, customer relationship management (CRM), customer data platform (CDP), analytics engine, eCommerce functionality, site search, and more.

All these services should integrate seamlessly via APIs to form the company's digital experience platform (DXP). For instance, a company can gather first-party data using Salesforce as the CRM and personalization engine for segmenting customers into personas and use an API-first CMS to serve content directly to those customers.

Having an API-first CMS is essential if you intend to integrate with the best-in-class third-party solutions on the market. Leveraging plugins or inferior native CMS features can prove problematic in the future or make your service less effective.

Create relevant SEO-optimized multi-channel content for new market

With the right technology solutions and an extensive understanding of a new market, marketers should create relevant location-based content across all channels, be it social media, email, website, or apps.

A common example is Netflix's dedicated social media channels for different countries. Netflix India creates culturally relevant and relatable content for its Indian audience.

Having a modern CMS that supports localization, omnichannel content delivery, and multi-device previews enables faster content creation, translation, and editing. It can also provide accessible audit trails and advanced language-specific SEO functionalities for all audiences.

Tailor content to specific personas

After conducting the market and audience research, companies should tailor content to each customer persona using a modern API-first CMS and a personalization engine or CRM. This is a detailed process on its own.

Companies should start by creating a personalization strategy with a focus on their new audience. Identify and segment the different customer personas by gathering the first-party data through a CRM or personalization engine. Customers can be segmented based on their age, site visits, purchase habits, location, and interests.

Using your CMS, create targeted content for each persona, ensuring that there's the default content for new site visitors or non-segmented customers. You can also conduct A/B tests to assess customer interests and the performance of your personalization efforts.
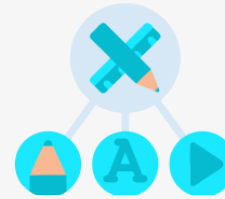
Take advantage of multi-language, localization, and robust integrated translation services

Localization is a CMS feature that enables team members from different regions across the globe to collaborate effectively, without any language barrier or decrease in performance. In essence, the CMS can adapt to the language preferences of the end-user (if supported).

For companies with global ambitions, localization, multi-language, and multisite, translation integration features are a must-have in a CMS. This way, brands can create multiple websites and render content that appeals to their different audiences.

Local employees can also take advantage of a CMS in their familiar language, making the process of content creation seamless and faster.

Ensure security and compliance

The CMS or marketing integration you choose should adhere to the regulations and standards of the new market. No company wants to go through the legal wrangle for non-compliance. Besides, customers are quick to lose interest in a company that fails to prioritize data protection or privacy.

Make sure to leverage technology services that adhere to relevant security and compliance standards such as GDPR, CCPA, and ISO 27001.

Regularly perform internal process audits and refine your strategy

It's not enough to have everything set up. The best way for a company to continuously deliver in a new market is to constantly improve its service offerings. This will help to ensure consistency in all materials across websites, apps, emails, contact forms, marketing materials, and packaging.

Brands need to track and assess internal process KPIs and website performance to stay on top of any market challenges. Keep track of global trends and events— you don't want to be caught off guard by outdated translations or content.

Things to track include identifying outdated or ineffective services, tracking website speed, traffic, and SEO performance, and checking for broken links.

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How your CMS supports expansion efforts

01 Enhanced customer experience

Take advantage of headless CMS features such as omnichannel content delivery to create seamless customer experiences across devices.

Depending on a company's business goals and use case, they can also integrate other third-party services to deliver any capability, such as personalization, analytics, and email marketing.

02 Localization and multi-language support

A company seeking to expand beyond the shores of its country or primary demographic has to deliver relatable and understandable content to that audience. A headless CMS with multi-language capabilities goes beyond translation - it enables you to create URLs, page versioning and SEO-optimized content per language.

03 SEO capabilities

When entering a new market, search engine rankings play an important role in getting visibility and traffic to a company's product or services, especially for that region/location. A modern CMS offers extensive SEO capabilities built to help companies rank high on search engines, regardless of the location.

04 Superior marketing features

A modern CMS is a hub for marketers to drive company growth. Marketers can quickly get up and running using drag and drop functionality, WYSIWYG editing, and content previews. This makes it easier for companies to scale into new regions without facing significant technology challenges, having to hire more developers or buy localized servers.

05 Developer freedom

Expanding to a new region shouldn't have to be technologically taxing, requiring numerous hands-on support from developers to carry out tasks. Instead of getting bogged down by upgrades, maintenance, migrations, or bug fixing, a truly modern CMS frees up developer time, enabling them to focus on the principal product or service of the company.
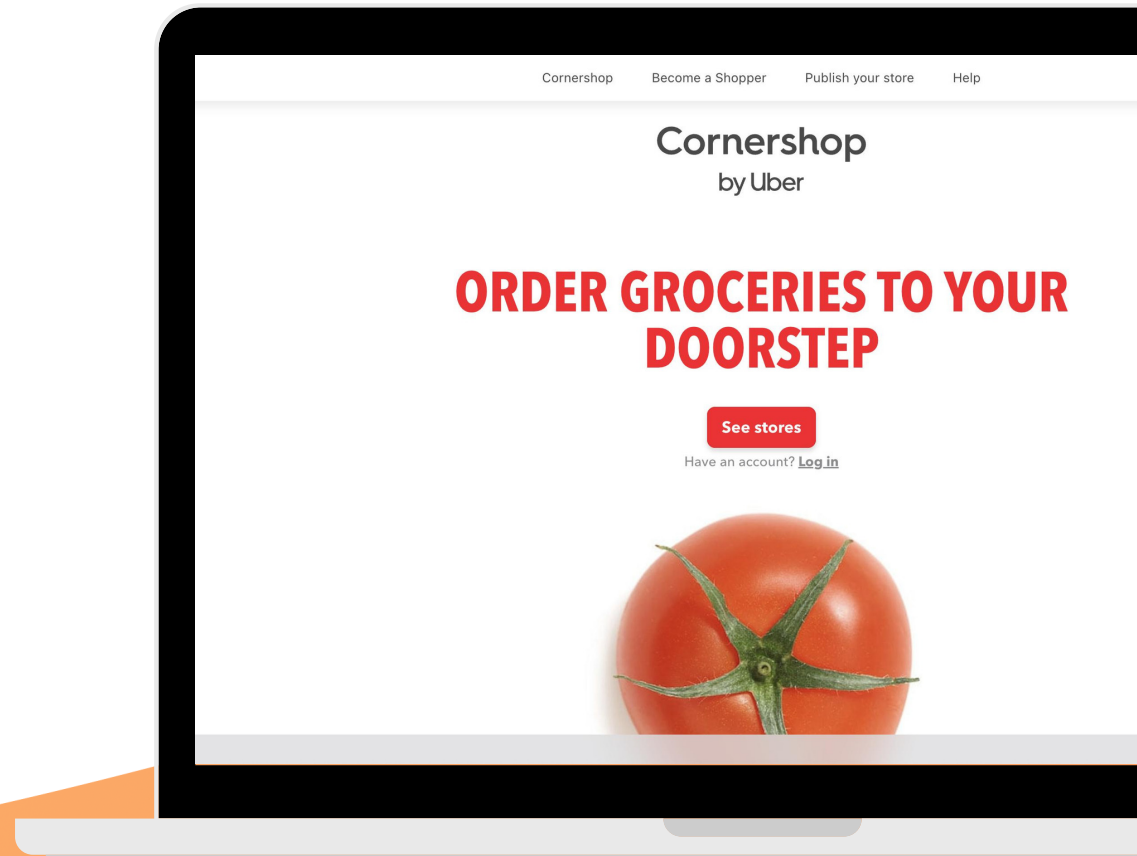
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How Cornershop by Uber fuels global expansion with Zesty.io

Your website can be a customer engagement hub, an underrated revenue source, and a trove of information for customers.
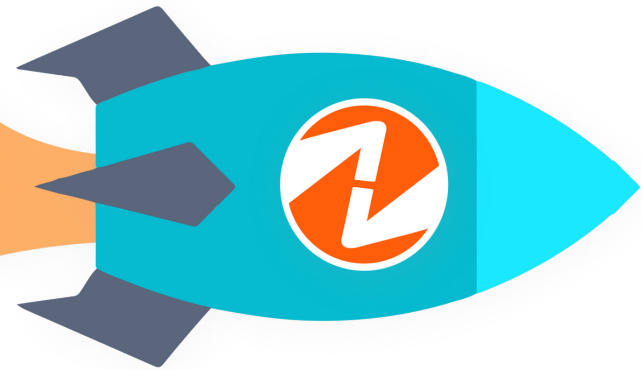
To make your website effective in your market expansion, you need to ensure search engine optimization, multi-language capabilities and localization, marketing technologies integration, and an emphasis on customer experience.

Leveraging a modern CMS like Zesty.io can make this process easier, as Cornershop by Uber proves. The grocery delivery company was able to power its global expansion efforts beyond Latin America by leveraging a CMS with a multi-language feature, global CDNs, localization, marketer-friendly content authoring tools, automated upgrades and maintenance, and advanced SEO capabilities.

For Cornershop, the process from migration to launch took only 60 days.

Cornershop | Become a Shopper | Publish your store | Help

Cornershop
by Uber

ORDER GROCERIES TO YOUR DOORSTEP

See stores

Have an account? Log in

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How Zesty can help you grow

Zesty.io is the scalable headless CMS built for companies looking to create digital content more efficiently. With a flexible architecture that can produce content across any digital channel, integrate with your favorite technologies, and

Zesty.io is equipped with built-in features for automated upgrades and maintenance, localization, multilanguage functionality, advanced SEO, and personalization support.

Plus, unlike other headless CMS's, Zesty.io offers visual editing tools that enable marketers to edit and update pages instantly, without the need for a developer.

Interested in seeing how Zesty can help your business achieve more this year and beyond? Schedule a meeting with us to talk through your goals.

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