



Monetize your content!

Getting a digital advantage with the Digital Content Hub

Digital transformation is having a significant impact on the way we work, how we communicate with our customers, and how we transact business. To take advantage of this transformation, we need a new approach to content management. The Digital Content Hub, enabled by FirstSpirit, allows organizations to connect all of their people, systems, applications, data and content necessary to deliver personalized customer experiences across all touch points.

It starts with best-of-breed integration

Due to the far-reaching nature of digital transformations, companies have an extensive toolkit of disparate and diverse solutions: CMS, e-commerce backends, CRM, marketing automation, analytics, SEO, portals, databases and other cloud and on-premise solutions. These silos create inefficient processes, inconsistent user experiences and poor brand management. What's needed is the Digital Content Hub: its heart is an open and extensible CMS that enables the integration of all (web) applications and systems to preserve previous investments, embrace future innovations and deliver a consistent, omnichannel customer experience.

Think globally and multi-brand

If you are a global player or plan to expand internationally, you need an infrastructure that brings together all the people, systems and data from your locations. Because digital transformation and your customers are global, you need a consistent digital communication approach that supports your brand's global perception and business objectives while recognizing market needs for localization. Complexity multiplies when your organization is marketing multiple brands. The Digital Content Hub helps you easily master these challenges because FirstSpirit CMS comes with enterprise-class capabilities for supporting multiple, international websites on a large scale. Reuse content from different sources across borders and different brands while making sure those brands are differentiated.

Get personal

Providing tailored content and a personal experience along the customer journey improves website traffic and engagement, while boosting sales and customer loyalty. With the advent of Big Data, companies know more about customers than ever. The challenge has been putting those insights into action. An important part of the Digital Content Hub is connecting the data silos and blending personalized content delivery with low resource utilization, high performance and stability. This way, you can easily deliver compelling content designed to draw visitors and convert them into customers.

Global user experience

For a great customer experience that drives conversion at all points of the customer journey, you need to start at the back end. A superior customer experience can only happen when content creators, marketers, and developers can focus on the experience itself, not the mechanics of producing it. That's why FirstSpirit provides a balanced set of intuitive tools and capabilities to the Digital Content Hub, bringing ease-of-use and more efficiency to decentralized teams creating and optimizing the customer experience.

Accelerate digital transformation processes

Digital transformation is an ongoing process as well as a competitive opportunity. It requires continuous improvement from enterprises if they don't want to be left behind. The Digital Content Hub concept helps companies stay on top of these challenges and lead the way into the digital future.

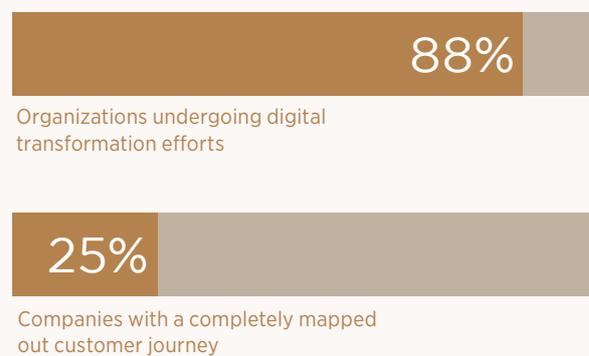
Top 5 benefits of digital transformation efforts

Impacts can be measured on customer and business levels



Understanding and leveraging digital transformation

While most companies are aware of the need to change, only 25 percent already have a clear understanding of new digital touch points



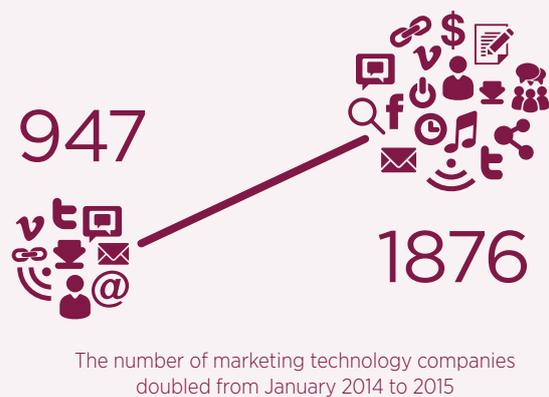
Prepare for smart integration strategies

A typical digital commerce site averages more than 15 integration points



The growing marketing technology landscape

Fast evolution urges companies to transform, find ways to innovate and integrate faster



Companies counting on FirstSpirit



Sources: Altimeter Group Digital Transformation Survey, 2014. N=59; Gartner, Magic Quadrant for Digital Commerce, Published 29 September 2014; www.chiefmartec.com, Marketing Technology Landscape, January 2015

Contact us to learn how you can create and leverage your own Digital Content Hub to deliver personalized, timely experiences throughout your customers' journeys that drive conversion, loyalty, and profitability.

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