

CrownPeak™
MANAGE CONTENT NOT TECHNOLOGY



Web Content Management Bringing Sexy Back

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Hi ya.....

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Marketers Want:

A Web CMS
That Sucks Less



Stop!

being a

“Data Driven” Marketer



Data Doesn't Convert Customers!

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Being A “Data Driven Marketer” Is So 2008.

Data is only important

- if you have something
to measure!





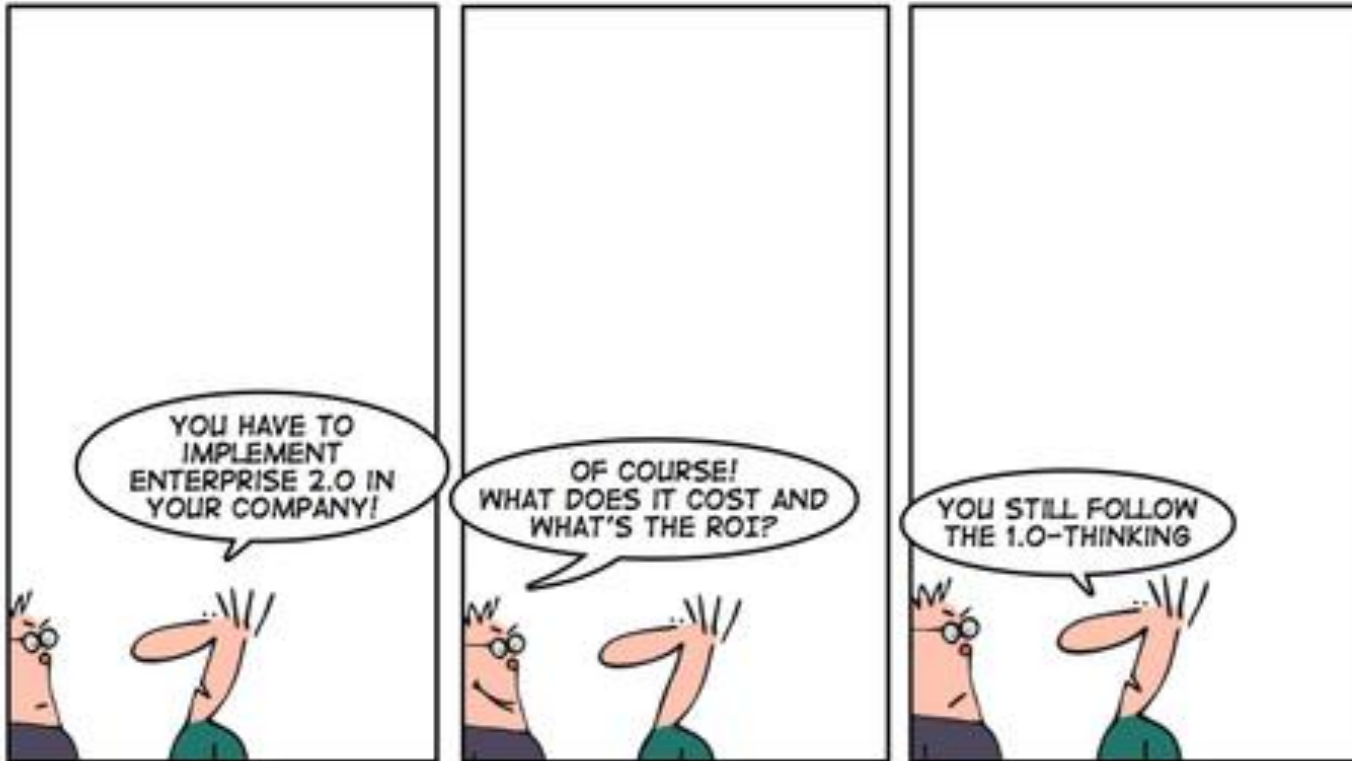
Content Is Marketing



If You're An **Online** Marketer
You're In The **Content Business**



But, of course you need both....



*THE CONSULTANTS HANDBOOK PART 7:
SHOW YOUR CUSTOMER THAT YOU ARE THE SMART GUY*

geek and john



Last year was a Web 2.0 Induced Haze....

Technology should make it dead simple for us to launch new micro-sites and landing page programs

We shouldn't have to bother IT with complex technology projects in order to launch content marketing efforts





3 Things To Focus On As A Content Driven Marketer



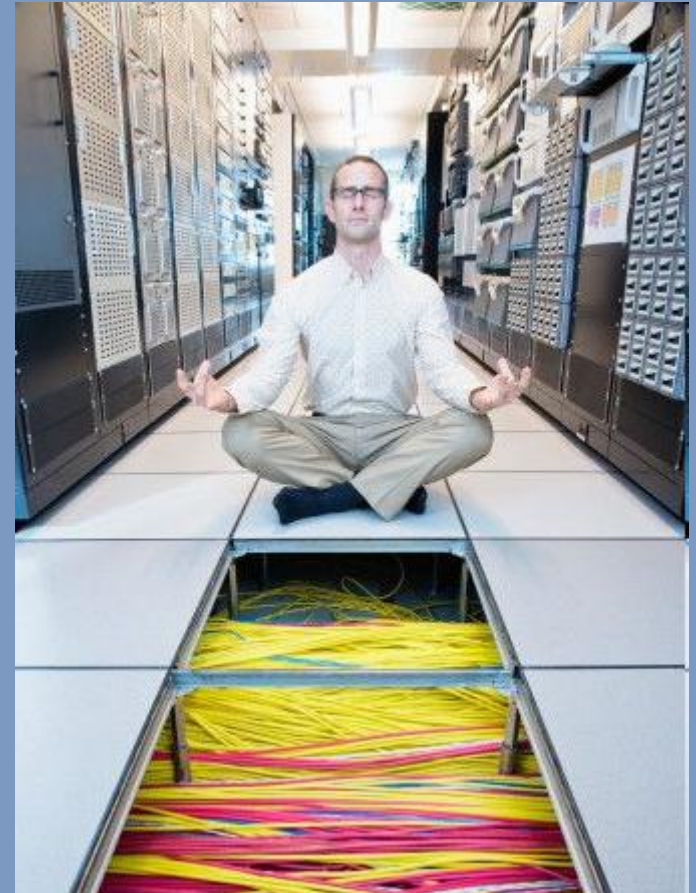
1. The Importance Of Free Range, Organic Content

Not only a lead generation engine
an awareness and brand builder

establish expertise

build trust

Establish your brand as a leader





Conscious Bookkeeping™
FREE Teleseminar Wednesday, April 29, at 7:00 pm CST



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Your Body, Reframed
How to get your brain on board with your fitness progress.

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1. The Importance of Organic, Free Range Content

“The new publishing model on the Web is not about hype and spin and messages. **It is about delivering content when and where it is needed** and, in the process, branding you or your organization as a leader”

- David Meerman Scott
The New Rules of Marketing & PR



2. Web Content Now Lives Beyond Your Site

Technology is an enabler of the conversation – not an impediment to it.

CM Process should enable you to manage content any where, any time in any format:

- Web Site
- Landing Pages
- Microsites
- Social Media (Twitter, Facebook)
- Mobile

Content Management should aggregate content for you too.

- UGC
- External Sites, syndication feeds





3. Use Data To Gain Insight And Optimize Content

Have the capability to measure Everything.... And then don't.

But more important....

Is measuring Who, and Why...

What content is resonating
A/B Testing, Multivariate testing
Testing creative

Most Importantly...
Optimizing that content....



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Thank You

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