

How To Improve Web conversions with **sitecore** CMS

EXECUTIVE SUMMARY

Web marketers are increasingly relying on Siteforce CMS to increase their web conversions. Siteforce CMS helps web marketers overcome the following key challenges:

- ❖ Creating customer personas
- ❖ Engaging with customers on a customized basis
- ❖ Enabling cross-channel marketing
- ❖ Identifying the customer journey
- ❖ Facilitating the need for speed

WHITEPAPER

Every business with a serious online presence seeks to improve its website efficiency, to boost lead generation, and by extension revenue. Web marketers seek to drive traffic to the landing page of the website and keep such visitors engaged on the website for as long as possible. However, such tasks are easier said than done. Web marketers face significant challenges, and success depends on how they can meet such challenges head-on.

CREATING CUSTOMER PERSONAS

All websites invariably attract different types of visitors. Web marketers usually resort to segmentation to categorize such visitors, to target them better. However, segmenting comes with its own limitations. For instance, there is a big risk of placing the customer in the wrong segment. Segmentation anyway does not truly deliver a personalized experience.

How Sitecore Helps:

- Sitecore CMS allows web marketers to capture web user behavior and interests at an individual level. Web marketers may create individual profiles and customer personas, offering a single view of each individual customer. They can view the pages visited by each customer, the social mentions made by individual users, the emails opened, and other critical interactions.
- Sitecore's superior Experience Analytics dashboard offers key performance indicator (KPI) charts, allowing marketers to interpret data more effectively and offer a personalized experience to customers. Drilling down the data points offers a holistic inference on customer behavior and trends.
- Sitecore Experience Database (xDB) stores all customer data in a central depository, offering comprehensive insights, without leaving out anything. xConnect API centralizes data by bringing separate and disparate elements together in a single pane. The tool also records customer interactions, offering marketers a deeper level of insight at the individual customer level.



ENGAGING WITH CUSTOMERS ON A CUSTOMIZED BASIS

Today's customer's demand for personalized engagement. Marketers face a pressing need to gather deep insights from web traffic and multi-channel customer experience and then forecast the information to be delivered to the customer, all in real time. However, it is very difficult for marketers to create personalized email or engage in one-to-one conversation with every customer.

How Sitecore Helps:

- ❖ Cortex, Sitecore's machine learning feature, offers new insights on customers, not available with conventional tools. It tracks engagement across a range of dynamic parameters such as engagement value, goals, and profile matches, to automatically swap content and calls to action. The tool also gathers and analyses customer intelligence data such as customer behavior data, purchasing patterns, and more, from multiple platforms, to identify segments based on users who exhibit similar behaviors. Marketers using Cortex can prioritize prospects for targeting with a high level of accuracy and deliver better-targeted experiences.
- ❖ Engagement Automation, a Sitecore marketing automation tool, helps marketers create hyper-targeted emails based on individual preferences, content views and lead score. The tool allows marketers to send personalized emails or offer discounts to individual customers, triggered automatically.
- ❖ Sitecore's Marketing Automation visual campaign builder tool, with simple drag-and-drop functionality and several sample templates, facilitates easy customization, allowing marketers to generate leads through custom campaigns. Marketers may easily change the layout and emphasis of product pages and listing pages based on the audience profile, interactions and engagement.



ENABLING CROSS CHANNEL MARKETING

Today's customers shift between channels at will. About 67% of the consumers commence the purchase journey in one device, or even a physical store, and complete the purchase from a totally different channel. Creating a seamless 'feel' that runs through all digital and offline channels are now more important than ever before. Marketers face an additional stiff challenge of cross-channel marketing or offering a complete experience for such whimsical customers.

How Sitecore Helps:

- Sitecore facilitates cross channel marketing and cross channel automation. Web marketers may leverage Sitecore's headless CMS feature to create content in Sitecore and easily publish such content in external apps, fitness devices, social media, external microsites, email marketing, and other places. An intuitive admin dashboard which integrates all content makes it easy to feed each individual customer with the content best suited to them.
- Sitecore's experience editor offers a WYSIWYG interface, allowing webmarketers to manage content and set attributes on a web page easily. The experience editor also offers comprehensive information on data sources, very helpful to manage page sources. Marketers can easily ascertain all data sources in a page, and identify other pages using the same data source, to distribute web assets optimally.
- Sitecore's Object-based architecture makes it easy to share content across pages and sites, saving time in disseminating optimal content to different users.



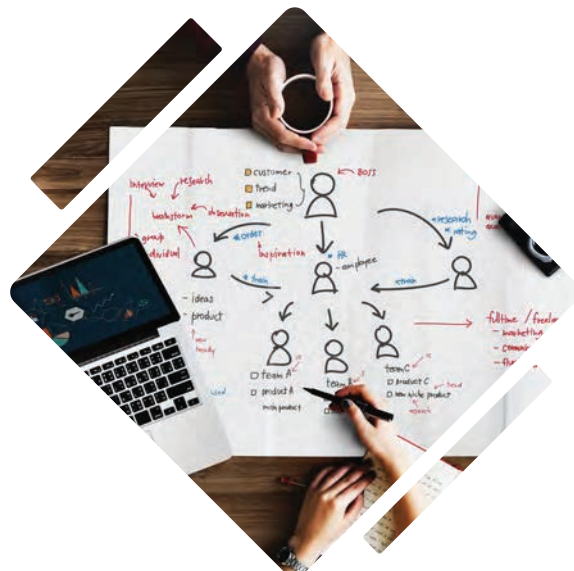
IDENTIFYING THE CUSTOMER JOURNEY

Customers rarely purchase at one go.

They search multiple times, through multiple channels of their convenience, checking various sites and then return later, at times after weeks, to make the final purchase. Keeping track of the customer journey is a daunting task for most marketers.

How Sitecore Helps:

- Sitecore "Path Analyzer" helps marketers identify each customer journey, by creating a map of web pages and other digital assets visitors have traversed. Marketers may identify popular pages and optimal page combinations leading to conversion for each specific segment, and also pages that deliver higher engagement value. Analyzing the sequence of interactions the user undertakes before converting shows why some users convert while others exit without converting.
- Sitecore Analytics evaluates campaigns to gauge effectiveness, and reveals how visitors navigate the site, allowing marketers to tweak content accordingly.



FACILITATING THE NEED FOR SPEED

Speed is at a premium in today's hyper-competitive and fast-paced business environment. Opportunities exist only for a short time-span, and unless marketers seize opportunities as they present themselves, they are irrevocably lost.

Moreover, today's customers are impatient, and unless they encounter a website that is fast and easy to use, they will move on to a competing website.



How Sitecore Helps:

- ❖ Sitecore offers reusable forms, meaning users spend less time building forms and more time collecting valuable customer data.
- ❖ The easy drag-and-drop layout on offer makes it extremely easy for marketers to create, replicate and publish web forms, and also add components to websites.
- ❖ Sitecore offers easy migration of content from legacy versions, minimizing time spent on repetitive tasks. Marketers can focus on providing business-specific value to clients rather than being bogged down by repetitive tasks.
- ❖ Sitecore integrates JavaScript elements within the platform, allowing developers with minimal experience to work on projects. Sitecore makes it easy to tweak content without dev work.
- ❖ Sitecore Experience Accelerator enables teams to work in parallel, and reuse forms, components, and templates, accelerating website development and modification.
- ❖ Sitecore asset optimizer reduces the quantum of data movement during transactions, improving website performance in real time. The data exchange framework allows developers to collaborate with external agencies easily and source third-party content for their websites seamlessly.



Centralization, integration and unifying are keywords associated with a modern and efficient CMS. Sitecore fulfills all these qualities, and more importantly, makes everything straightforward.

Write to us

REFERENCE

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Founded in 2009, Suyati Technologies partners with clients to engineer great experiences for digital customers. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering great customer experiences that accelerate exponential growth.

Our custom technology solutions ensure that you win stakeholder support, secure early wins through competitive advantage, and transform your business for future growth. And our tailor-made platform, Mekanate, helps you discover your business DNA from your passive and active data, and use it to initiate, integrate and achieve operational efficiency.

With our niche and rich expertise in a wide range of technologies and services - CMS, CRM, e-commerce and Marketing Automation. We help companies across the globe leverage their best on web and cloud platforms.

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