

# The marketer's discussion checklist

## Mission-critical questions to ask technical stakeholders before procuring your new content tool

After exploring the many benefits of composable content, you and your fellow marketers are "Team Composable Content" all the way." All that's left to do is ensure your technical colleagues are also on board with this strategy since they'll integrate your new composable content platform with your brand's existing tech stack.

We've pulled together a series of questions to guide the conversation you have with your technical counterparts and help you hit on the key topics and outcomes tied to this transition. With this checklist in hand, your developers and engineers will be building winning digital experiences soon enough.



### Vetting and procurement

- What does the procurement process and timeline typically look like for this type of platform?
- How much effort would it take to migrate our current content to a new platform?
- What smaller-scale project is best suited for a POC to help evaluate this technology?
- What skill sets and experience do we currently lack to transition to composable content successfully?
- Would support from an external agency accelerate our time-to-value?



## Migration and onboarding

How quickly could we allocate internal resources to complete this migration?

Is our content currently accessible via APIs?

Is our content currently structured in a way that makes it easy to reuse, or is it tied to a single channel or output?

What resources are needed to help team members understand composable content?

What resources and time would it take to teach teams with diverse digital skill sets and experience how to use the new platform effectively and scale it over time?



## Features and functionality

What applications must be integrated to carry out basic business needs including but not limited to the following?

- Self check-out
- Point of sale system
- Mobile app
- Customer relationship management system
- Customer data platform
- Loyalty program or rewards application
- Ecommerce platform
- Payment processors
- Inventory/recipe management system
- Order and inventory management system
- Returns management software
- Product information management system

What applications do teams rely on to express creativity and manage content effectively? Does the new tool integrate with these well?

What features or functionalities do we struggle to implement with our current technology? What would it take to implement them with the new platform?

What features or functionalities might be needed to accelerate company growth in the future? What would it take to implement them with the new platform?

Is the platform robust enough to manage routine content and tied to seasonal offerings, limited-time promotions, collaborations, and otherwise?



## Efficiency and content operations

How much time and resources are spent maintaining the existing platform versus building new features and functionality? Will the new platform shift that ratio?

Are there projects teams wish they could do today, but are unable to based on restrictions from current technology?

In what way are marketing deliverables dependent on engineering? Would the new technology reallocate responsibilities?

How might structured content affect current processes for creating and publishing content across web and mobile apps, digital signage, and other channels?

What editorial workflows are needed to quickly and safely publish content across these digital spaces?

What level of effort will be needed to implement necessary governance and workflows?

With these questions addressed, you and your team will have a solid understanding of just how possible the transition to a composable content platform is. With a composable content platform as one of the main ingredients in your tech stack, you'll be slinging new assets faster than you can say "Order up!"

## Ready to make the jump? Get in touch with a Contentful expert.

They'll offer an overview of all the platform features you can leverage to make your unique retail initiatives a complete success.

[Contact an expert](#)

