

The marketer's guide to creating digital experiences that convert

4 tips to move faster, scale smarter, and win customers

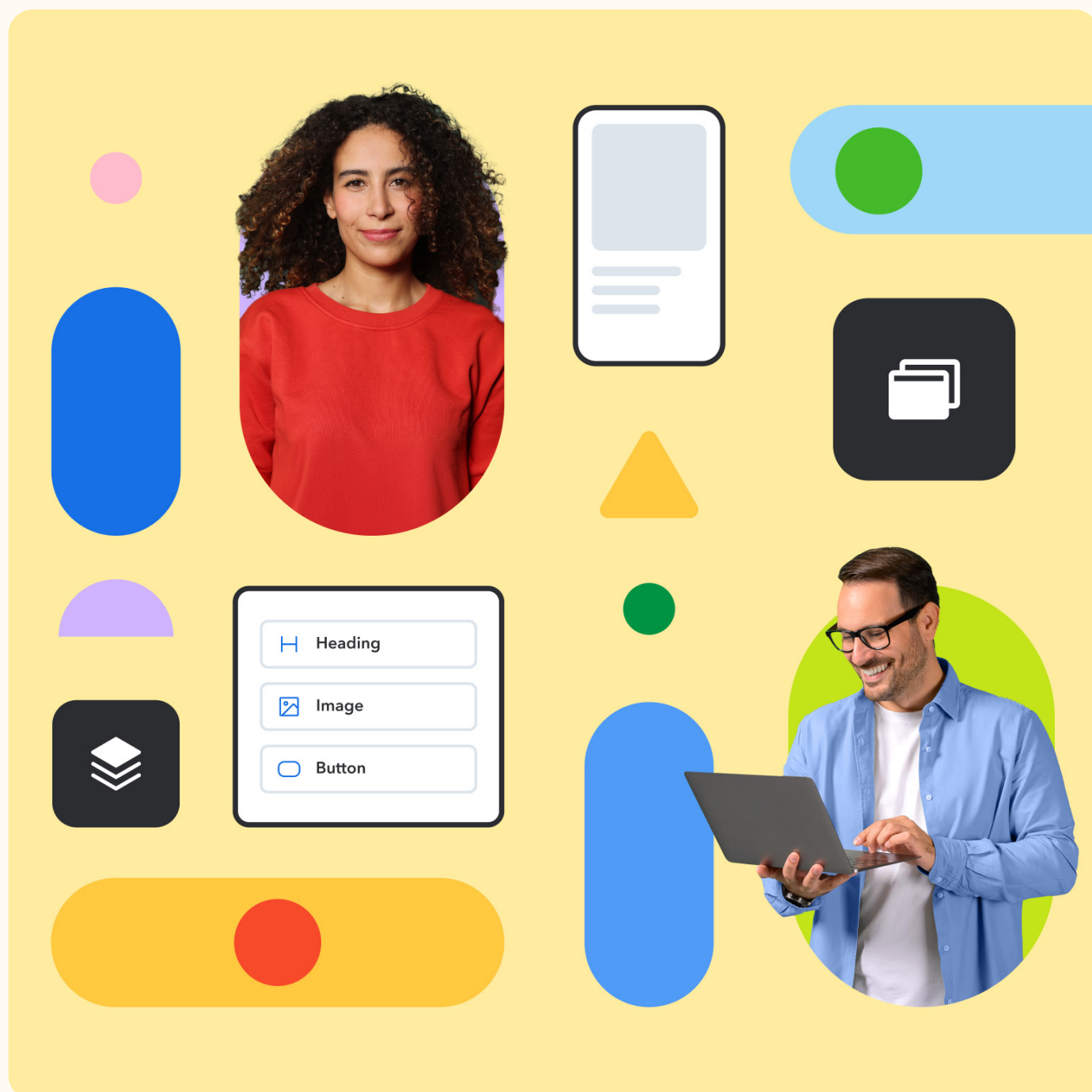




Table of Contents

What matters most to modern customers	3
What matters most to modern marketers	4
1. Go to market faster	5
Automate content production using genAI	5
Utilize workflows for smoother handoffs	5
Onboard fast with an editor-friendly interface	6
2. Deliver increasingly better customer experience	7
Personalize content for a deeper connection	7
A/B test to optimize messaging	7
Deliver fresh content with endless iteration	8
3. Scale and modernize efficiently	9
Easily reuse assets with composable tools	9
Localize content in-house	10
Integrate tools and capabilities as needed	11
4. Balance brand consistency and creativity	12
Develop a universal design system	12
Safeguard important assets with governance	12
How Contentful helps marketers deliver the experiences customers expect	14

INTRODUCTION

What matters most to modern customers

The average person sees not hundreds but *thousands* of ads each day. From Instagram and billboards to TV commercials and SMS messages, brands are fighting for customer attention on every channel. The amount of content you and your team must create to remain relevant is infinite – but your resources are not.

The formula for long-term success comes down to creating not just *more* content but content that’s *relevant* to the modern customer. Do you know who they are?

The modern customer is complex and choosey. They interact with brands across multiple channels and from more than one device. In the face of inflation, they cut back on spending by gathering information on comparable products and vendors before talking to sales or heading to the checkout. They want to be seen, heard, and valued, so the content you provide needs to feel as if it was tailor-made just for them – and translating it into their native language is just the start.

We need to account for all of the above as we develop campaigns, draft emails, and optimize web content. It’s our only shot at cutting through the content chaos to overcome competitors and win conversions – and generative AI is helping to speed things up.



What matters most to modern marketers

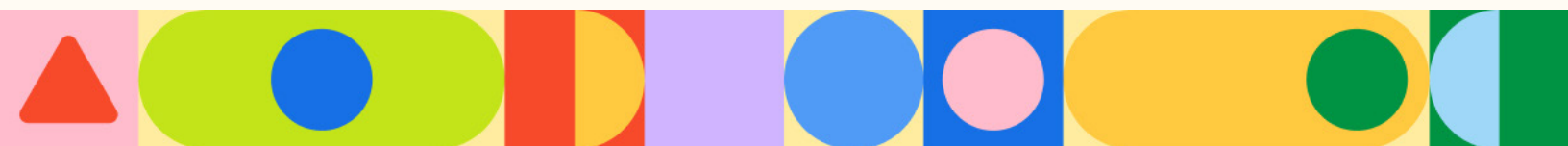
As marketers, we're pretty obsessed with meeting these customer expectations in new and exciting ways. And yet, the age-old, daily challenges still remain... We need to execute small tasks flawlessly – hopefully with a bit of time and resources left over to tackle more ambitious projects. We want to serve up a wow-worthy (and always consistent) brand experience and narratives. We want to create digital experiences that really impact the customer journey, our pipeline, and the bottom line.

That all boils down to:

-  **Going to market faster**
-  **Delivering increasingly better customer experiences**
-  **Scaling and modernizing efficiently**
-  **Balancing brand consistency with creativity**

It's easy to think there aren't enough resources in the world to get it all done. And, if we're reliant on a legacy content management system (CMS), this is probably true. These tools lack the flexibility and extensibility to support omnichannel, personalized, and localized digital experiences that convert.

In this ebook, we'll cover what tools and capabilities marketers actually need to achieve these goals in an ultra-competitive era that's overflowing with innovation fueled by genAI.



1. Go to market faster

To stay ahead of market trends, tackle competitors, and ride the wave of big cultural moments, marketing teams need to move fast. Until now, this felt like a nightmare. Content was hardcoded and siloed to individual web pages, meaning us marketers were totally reliant on developers to get our job done – the process became even longer if content lived on multiple pages or was customized for different regions. This left us with a brutal choice: ship messy content fast or ship perfect content late. But the times are changing – and so is our technology. GenAI and platforms that enable you to readily reuse content are changing the game, making it easier (and way less painful) to create high-quality, on-brand content at speed. Now, who said you can't have your cake and eat it too?



Automate content production with genAI

Whether you're tailoring your web homepage or creating unique banners, genAI tools can be trained to learn your brand's position in the market, your offerings, vocabulary, tone of voice, and more to seriously expedite the time-consuming, manual tasks required to publish a personalized experience – like research, drafting, or translating content. When customer data management tools and web traffic analytics enter the mix, genAI can identify what content is landing with which audience segments to optimize in real time.



Streamline workflows for smoother handoffs

Ever find yourself scrambling to complete your step of a shared project due to delays in handoffs? Speed to market can sometimes feel hamstrung by clunky processes – so let's talk about workstreams. Tools with dedicated workflow features and unique user roles help streamline how teams move from one stage of content creation to the next and ensure only certain content can be edited by certain individuals. When user roles are applied for content managers, editors, designers, and even those who sit on other teams within the organization – like HR, sales, and legal, handoffs happen at just the right time – no delays! For teams used to managing projects with ticketing systems, this significantly shrinks their queues (bye-bye, backlog!).



Onboard fast with an editor-friendly interface

If you like the idea of leveraging genAI and streamlining workflows to increase speed to market but use a CMS that doesn't support it, a replatform could be in your future. But, migrating to a new tool often comes with a learning curve, delaying how quickly you and your team can get up and running. The most marketer-friendly platforms help level the learning curve and bring your favorite tools under one roof – like translation and localization, product information, or personalization tools, for example. They may also come with previewing features so you and your team can speed up stakeholder reviews and publish flawless content the first time around.



How marketers put it into motion: [Mailchimp](#)

As a marketing automation and email marketing platform, Mailchimp's team understands that there is often a direct correlation between how often brands publish content and how well customers engage with it. In 2019, Mailchimp marketers were blocked from adding and updating content to its static website – any adjustment demanded support from engineers. Eager to address common customer concerns and build out a growing FAQ section, Mailchimp re-platformed to Contentful. With an easy to use interface, Mailchimp marketers could finally publish content on their own with great results.

KEY OUTCOMES:

10x

increase in
content production

4

languages
supported

2. Deliver increasingly better customer experiences

No matter your industry or job title, we all know that the customer experience is the most important experience to get right. But, with customer preferences and expectations in constant flux, it's important to build an iterative approach to content creation. Personalization, A/B testing, and optimization are key.



Personalize content for a deeper connection

Digital experiences that are personalized to individuals or specific audience segments and account for past purchases, behavior, or demographics communicate that your brand really cares about creating a long-term connection with its customers. Tools with personalization capabilities – whether native or integrated – empower marketers to use customer data to build profiles, analyze customer data, thoughtfully segment audiences, and recommend variations of content for each. These tools make a marketer's job easier while providing customers with a richer experience.



A/B test to optimize messaging

Of course, we want our content to stand out from the noise. But, there is a fine line between delivering something that's innovative and something outlandish. A/B testing helps strike that balance by letting you test multiple variations with a small audience, compare performance, and fine-tune accordingly. Plus, platforms with baked-in A/B testing capabilities can automatically push the best-performing version to a wider audience – taking one more task off your plate.





Deliver fresh content with endless iteration

Modern marketing platforms offer unmatched flexibility. Mistakes can be easily corrected, content can be refreshed, and entire campaigns can be overhauled in real time. Unlike legacy, monolithic CMSes that limit agility and require rigid scheduling, modern composable solutions empower teams to move fast. By decoupling content from code, these platforms allow marketers to make updates on the fly, ensuring content is always fresh, relevant, and aligned with evolving business needs. With built-in versioning, continuous integration, and seamless publishing, teams can iterate freely, respond to trends instantly, and deliver a dynamic digital experience without bottlenecks.



Ruggable

How marketers put it into motion: [Ruggable](#)

Ruggable knows a thing or two about making its customers comfortable. With hundreds of plush washable rugs available on its website, Ruggable wanted to make it easy to find the perfect fit – so it implemented personalization with Contentful. With data on each visitor’s preferences and buying histories, the company launched personalized banners on its homepage. This initiative was so successful that Ruggable has made personalization an integral part of its content strategy.

KEY OUTCOMES:

25%

increase in
conversions

7x

increase
in CTR

3. Scale and modernize efficiently

The most successful companies don't just grow their content database. They evolve their strategy to attract new, more diverse customers, incorporate additional digital channels, and pursue new markets, use cases, and geographies. This means we have to leverage modern technologies that help us reuse content and connect to purpose-built tools that simplify how we translate and localize that content. Then we can multiply the volume of experiences we create without multiplying the amount of resources and effort needed to do so. In the short term, this can increase conversions among new audiences, and in the long term, it future-proofs your digital experience and brand.

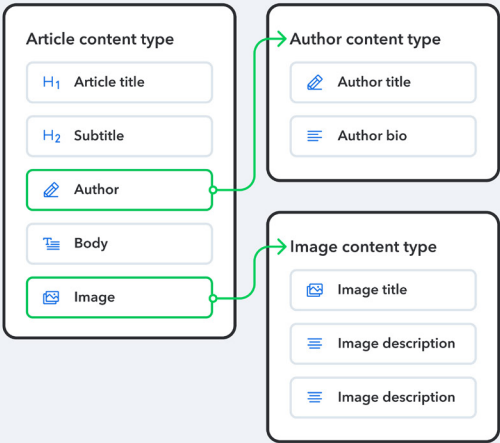


Easily reuse assets with composable tools

How often do you spend time brainstorming and building strategic, high-quality content, only for it to be siloed to a single page? Why wouldn't we stretch that content to every single place it makes sense across our digital experience? This common issue is easily remedied by structured content. Unlike WYSIWYG editors, which lock content into a single webpage, headless and composable tools structure or break up content into small, modular pieces that can be infinitely mixed and matched to extend the value of what you've already built. This content architecture eliminates the need to manually copy and paste content across pages to support multi-brand, multi-product, localized, or omnichannel experiences. Even better, it prevents errors and typos that ordinarily happen along the way, threatening the integrity of your brand.

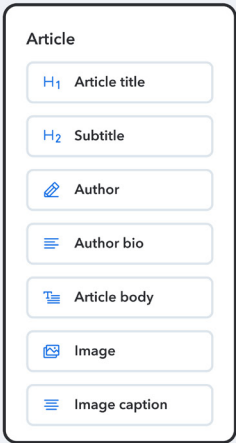
Structured content

Segments content into small, reusable parts.



Unstructured content

Ties assets to a single layout.





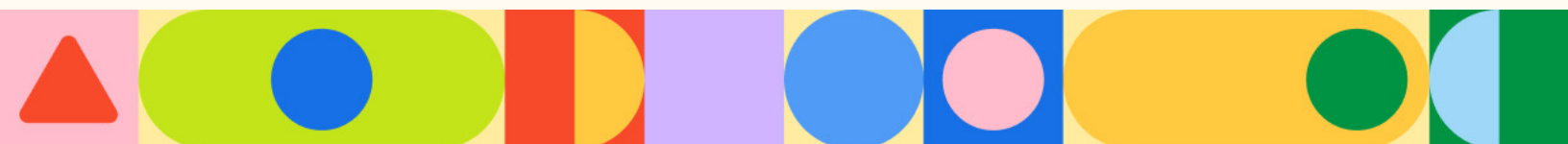
Localize content in-house

To take your brand to new markets, you need to translate and localize your content effectively. Many companies rely on third-party translation agencies to do so, but this approach can be costly and time-consuming. Platforms with built-in translation features or which integrate with leading translation apps allow you to scale faster without draining all your resources. Localization goes beyond translation, however – it adapts messaging, imagery, design, currency, and date formats in accordance with cultural, regional, and technical nuances. To create and manage content that accounts for such complexities, many marketers need headless, genAI-infused tools that automate key tasks and enable content to be reused.



Integrate tools and capabilities as needed

As you scale, the tools your company relied on during its early years may not be as impactful as they once were. You might find you're missing key capabilities to carry out new projects or modernize your brand to stay relevant in the market. API-first, extensible platforms allow your team to easily customize and extend your tech stack in accordance with changing business needs and market trends – with very little development and no increase in security risks (can your monolithic tool promise you that?). By fast-tracking integrations, your team can access modern tools fast and be more responsive to evolving customer preferences.





COSTA

How marketers put it into motion: [Costa Coffee](#)

If you’ve done any traveling, you’ve probably come to realize that the go-to coffee order in the U.S. is vastly different from that of, say, Japan. Eager to satisfy its global customers, Costa Coffee applied this observation to its content strategy. Instead of building one website, the company created 15 regional websites, which presented different content in different languages while still aligning with the brand style guide and rules. As Costa Coffee continues to bring piping hot coffee to new markets, it’ll have no problem launching tailored websites that resonate with its new audiences.

KEY OUTCOMES:

15

minutes to build
region-specific sites

15

localized websites
launched



4. Balance brand consistency and creativity

Think of the brands you know and love. Not only is its name, brand colors, and logo attention-grabbing, but it's consistent (heck, you could spot it from a mile away). Keeping key visuals and messaging the same across channels and touchpoints is foundational for building a brand that is familiar and well-loved by customers.



Develop a universal design system

When marketers live, sleep, and breathe their company's brand guidelines, they can present a unified brand identity no matter how many editors and designers contribute to a given project. A unified design system can serve as the single source of truth for these elements – which encompasses typography, colors, iconography, imagery, specific layouts, copywriting rules, accessibility standards, and more. Tools that enforce a unified design system help with standardization by templating key design and editorial elements into ready-to-use components. With a design system, teams don't have to build everything from scratch, nor do they have to memorize every minute detail of a company's branding. This allows them to deliver content faster and with greater confidence.



Safeguard important assets with governance

To further increase brand consistency, you might consider adopting a design system that comes with a governance model. A governance model is a framework that defines how content is created, who is responsible for each step of that process, and how contributors are managed. By outlining who has access to what and when they should publish, review, or update, your brand can rest assured that business-critical pages – like product listings or press pages, for example – can only be edited by marketing leaders, while other areas of your digital experience might be accessible to the entire marketing team. This structured approach not only protects your most valuable assets but also ensures efficiency, accountability, and long-term brand integrity.



How marketers put it into motion: [BMW](#)

Traditionally, buying a new car is an in-person experience. Customers want to smell the leather interior, so take each model out for a spin, and talk the dealer down to a reasonable number. Eager to position itself as an innovator in the field, BMW decided to develop a web experience for each of its dealers, using governance to keep universal brand content and imagery consistent while leaving some room for localized messaging. After launching these websites, BMW dealers saw an increase in test drive bookings.

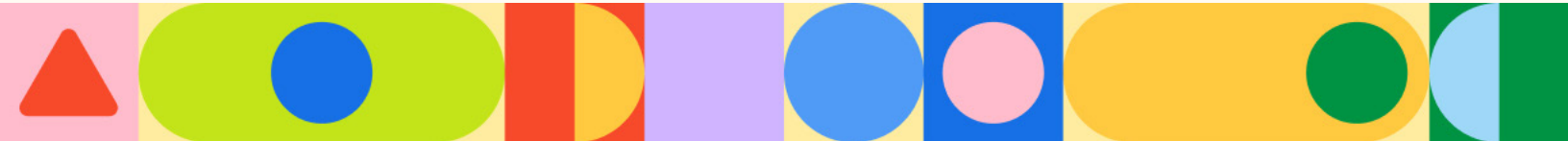
KEY OUTCOMES:

47%

increase in test drive bookings

61%

increase in "Contact us" submission



How Contentful helps marketers deliver the experiences customers expect

To go to market faster, deliver personalized experiences, scale your brand, and maintain consistency across channels, teams need modern tools that are more flexible and adaptable than monolithic CMSes. You need technology that lets you quickly create and refine experiences that truly connect with customers – like Contentful.

With Contentful at the core of your digital experience stack, you get the power of a DXP with the flexibility of an API-first, extensible platform. This means you can easily customize and integrate the tools you need to meet evolving business goals and customer expectations.

Contentful also brings AI-powered capabilities that enhance your content while saving valuable time and resources. From analyzing content performance and audience insights to generating structured content and maintaining brand consistency, AI helps you deliver more personalized, high-impact experiences – without extra effort.

And with Contentful Studio, your team gets the best of both worlds: the creative freedom of a drag-and-drop visual builder with the speed and consistency of structured content.

It's safe to say that Contentful isn't a one-trick pony – rather, it's the tool marketers need to build the digital experience customers expect.

Ready to see these capabilities come to life?

[Schedule a demo](#)

