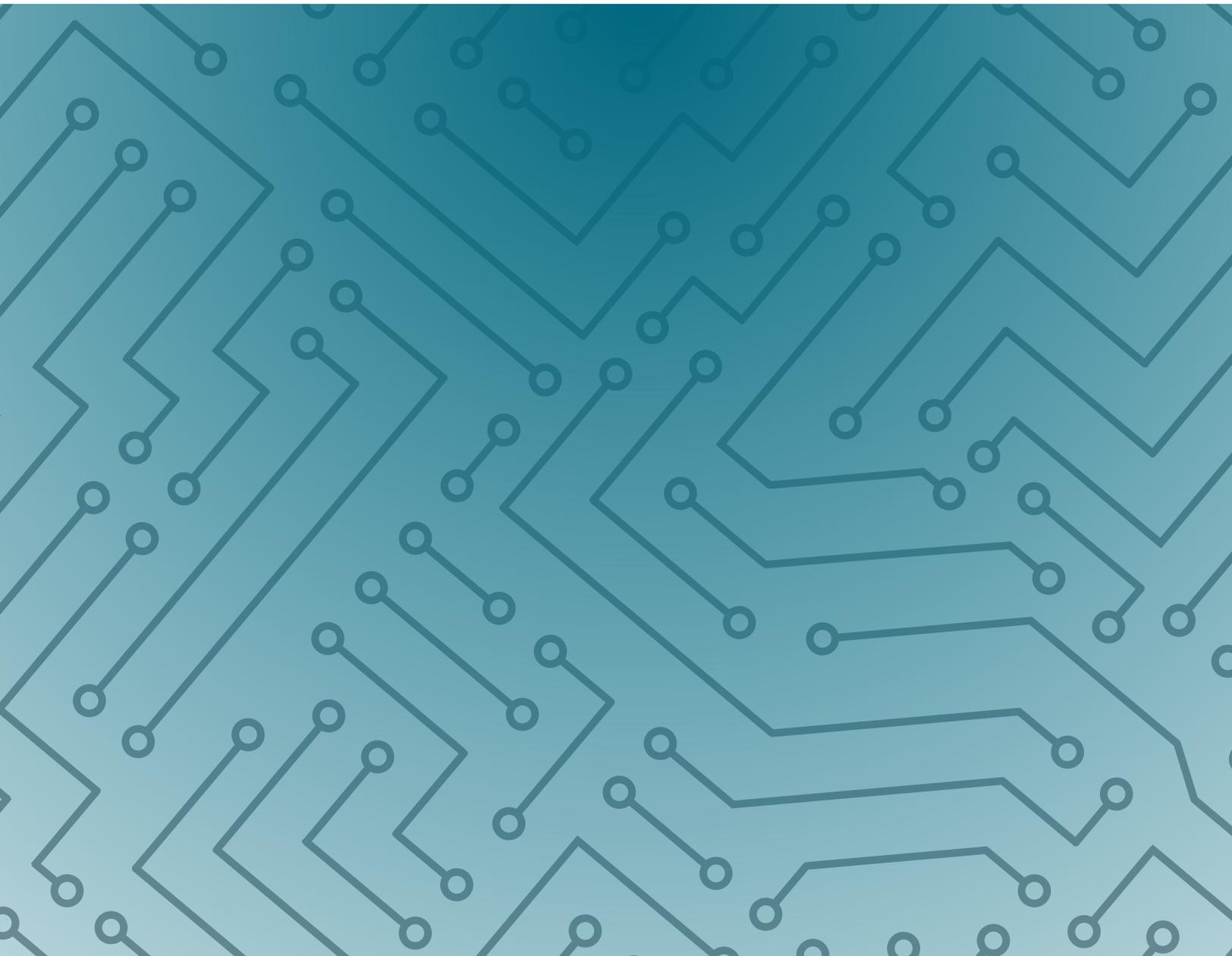


AN EYE TO THE FUTURE: HOW AN ICMS CAN DRIVE BUSINESS GROWTH





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In this series, we've covered the reasons why an integrated content management system (ICMS) is important to marketers; outlined the benefits an ICMS can provide brands; identified how internal production workflows can be made more efficient with the help of an ICMS; and analyzed the influence an ICMS can have on customer experience. This latest installment details how an ICMS can prove to be a growth tool for your business.

No matter the industry, companies are continually looking to grow, whether it be their content production, customer bases, market share, sales and profits, or, most likely, a combination of all these. Technology can help accomplish that goal. Let's examine the different ways that an ICMS can be a growth tool:

OMNICHANNEL: Today's digital consumers are connected to brands 24/7, and choose to engage when it's most convenient for them. Therefore, content must be optimized for all different types of devices and users, from the commuter watching a video on their smartphone to the customer checking a brand's confirmation email on their desktop computer in the office to a prospect browsing a retailer's product pages on their tablet at home.

An ICMS can serve the needs of all three of these users, serving up personalized content for each scenario and device. Marketers can use an ICMS to control, manage and structure content in real time, allowing them to target specific users with personalized content optimized for the device they're using.



Why is this important? Omnichannel is the future of commerce. According to a January 2017 [study by Harvard Business Review and McKinsey Research](#), omnichannel customers — i.e., those that use multiple channels during their shopping journey — have been proven more valuable and loyal than their single-channel counterparts. Therefore, brands must provide seamless shopping experiences across channels, and content is integral to that approach. Take advantage of the benefits that an ICMS offers to grow your business on the backs of omnichannel shoppers.



SPEED TO MARKET: The faster you're able to get your message out into the market and in front of your customers and prospects, the more likely they are to convert. Speed is a differentiating factor, and an ICMS helps to deliver it.

Marketers rely on their content management systems to make it easy for them to create and edit digital content, including web pages, emails, blog posts, social media posts, videos, etc. The ability to capitalize on micro moments — intent-driven moments of decision-making and preference shaping that occur throughout the entire consumer journey, [according to Google](#) — with the right messaging will be key to a brand's future success, particularly with the expected continued growth of mobile commerce.

An ICMS enables brands to be nimble when it comes to their content strategy, making decisions on the fly without layers of steps to slow down the production process. And remember, time is money. The faster you're able to create and distribute content, the more money you're going to save — which can be funneled into other growth initiatives.

SEO: An ICMS can help marketers optimize content for search engines — even internal users that aren't knowledgeable about SEO. The ICMS should enable users to create relevant, per-page meta tags and titles, as well as present content using navigation menus that search engines will follow.

In addition, ICMS users must easily be able to optimize content as they create it. For this, they need to easily specify keyword-rich URLs, title tags, descriptions and image alt text. The system should provide feedback on these elements in terms of how they will impact the page's performance for selected keywords. This kind of CMS allows users to create and optimize content in one tool rather than having to switch back and forth between a CMS and a set of SEO tools, saving valuable time in the process.

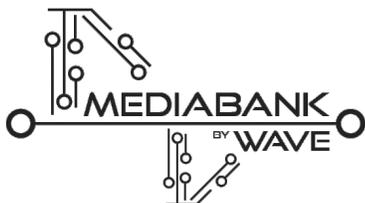
The more visibility your brand achieves in search, the more traffic it can generate, the more conversions it can produce, and the more revenue it can accrue. SEO is a marketing discipline that's not going out of style — Borrell Associates forecasts that [companies will spend \\$79 billion on SEO by 2020](#) — so it makes sense to invest in a tool now.

CONCLUSION

Unlike some other channels, content marketing is growing in importance for brands. Consumers, with unlimited options at their disposal online, have come to rely on content to familiarize themselves with brands and develop a level of trust with them. Trust plays a major part of every consumer's final purchase decision. Without it, growth is impossible. Therefore, the brands with an eye towards future growth are investing in content — and the tools that make its production and distribution easier, namely an ICMS — while those that aren't figure to be left behind.

ABOUT US

Established in 1987, WAVE is an engineering company that advances the management and distribution of marketing content through its MediaBank application for some of the largest marketers, manufacturers, advertisers, retailers and publishers in the world. MediaBank, an ensemble of powerful modules providing an organized source for your creative content, helps distribute this valuable information across various channels, including web, print, multimedia, email, etc. It's an all-in-one solution that offers an operational synergy impossible to achieve when employing multiple disparate systems. Experience the comfort of working with an innovative partner that understands that perspiration is the best way to create inspiration. Learn more at www.wavecorp.com.



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