

//The Pathway to a Digital Experience Platform

1 READY FOR GROWTH Getting Started

- New product, service, or M&A activity
- Seeking increased lead generation
- Develop or grow an email marketing list
- Recognize the need for customer relationship management (CRM) tool
- Improve content publishing frequency on current website

2 SOLID PLAN Next Steps

- CRM, lead gen, and content management system (CMS) tools in place but not interconnected
- Active in manual email and digital outreach
- Seeking automated content syndication and reuse across social and other channels
- Desire to broaden scale and reach of current digital marketing activities

5

DIGITAL EXPERIENCE PLATFORM

Continuous Refinement

- Monitor performance to adjust personalized experiences
- Stay informed of new technologies and implement as appropriate



4 FINDING SUCCESS Scale Improvements

- Driving data versus data driven
- Marketing intelligence generates ongoing returns and informs improvements
- Content syndication with digital asset management (DAM) across all customer touchpoints for a consistent, personalized experience
- Desire to optimize redundant MarTech platforms

3 ALMOST THERE Bring It All Together

- Partial or completed marketing automation initiatives
- Currently active in digital marketing, seeking optimization and performance reporting
- Interconnected platforms, but not fully integrated
- Well-established customer journey, need personalization of online content



Looking for a partner on your own journey to a digital experience platform? Adcetera is here to help! Contact us for a free, no-obligation assessment of your web presence and its performance against your business goals.

[Adcetera.com/contact](https://adcetera.com/contact)