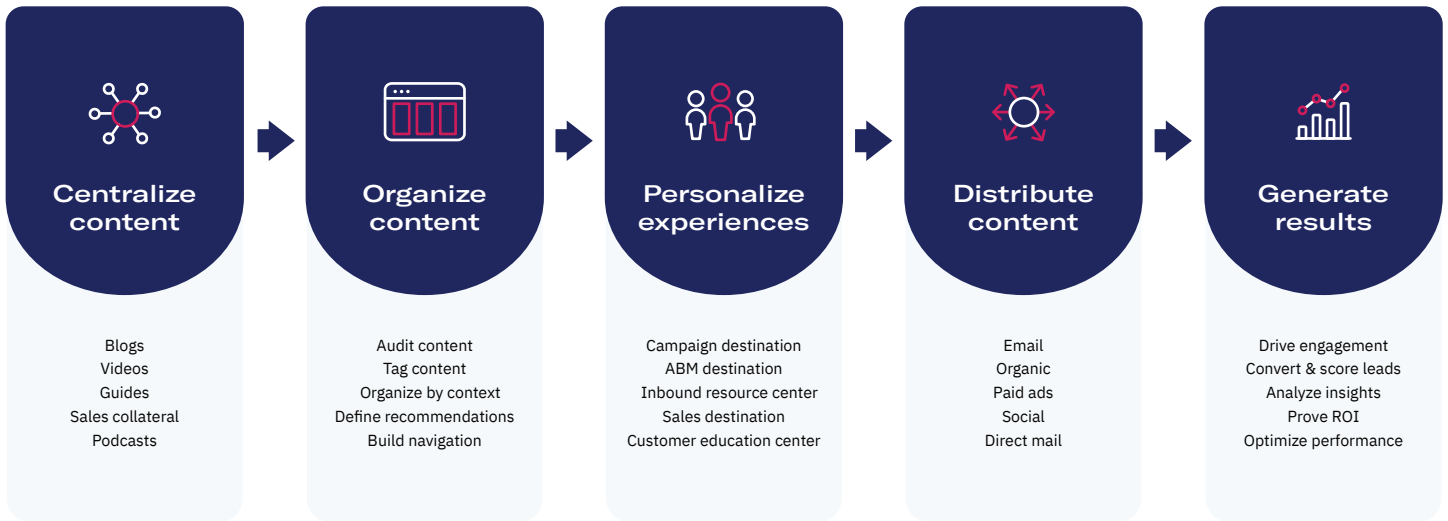


Content Experience Framework

The best way to create personalized content experiences



Centralize content

Pull all of your marketing content into one central location or view for better management. No longer access your videos on one site, social on another, and blogs on one more. With Uberflip, your entire content library is easily managed in one place.



Distribute content

Distribute your personalized content experiences across email, social media, paid ads, and direct mail to effectively engage and nurture prospects at every stage of the buyer journey.



Organize content

Organize your content using Smart Filters and Tags by topic, persona, industry, or account. Arrange your content into contextual collections infused with artificial intelligence to engage people with the right content at the right time.



Generate results

By creating personalized content experiences that lead to more engagement and time on site, you can collect better leads and convert more customers. Get actionable insights into what is and isn't working to generate pipeline and revenue, so you can optimize your experience, channels, and campaigns.



Personalize experiences

Create personalized content experiences to power your inbound marketing, demand generation, account-based marketing, and sales enablement. Help your prospects accelerate their journey by creating a better experience around your content.

Presented By 

Use the **content experience framework** to plan your next marketing program

Working on an upcoming marketing campaign or program? Use the Content Experience Framework below to plan how you'll turn stand-alone content assets into an engaging, personalized content experience.

Program Name _____

Steps

● Centralize content

What content do you need to centralize? Where does it live?

● Organize content

How will you categorize your content? What tags, smart filters, and/or contextual collections are needed?

● Personalize experiences

What experience(s) will you need to create? How will this marketing program leverage content? Who is it for?

● Distribute content

What distribution channels will you be using to connect with your buyers?

● Generate results

What are your program objectives? What other tech will you be leveraging? How will you measure your performance?

Planning
