Content Experience Framework

The Best Way to Create Personalized Content Experiences

Centralize Content

Videos
Blogs
Ebooks
Infographics
Slide Decks

Organize Content

Audit Content
Tag Content
Organize by Context
Define Recommendations
Build Navigation

Personalize Experiences

Resource Center
Nurture Campaigns
ABM Campaigns
Prospect Outreach
Knowledge Base

Distribute Content

Email
Organic
Social
Paid Advertising
Direct Mail

Generate Results

Capture Leads
Score Leads
Drive Engagement
Gather Insights
Prove ROI

Presented By **überflip**