

Delivering Omnichannel Experiences With Headless CMS

INTRODUCTION

Customers engaging with a brand across multiple channels is nothing new. Brands have had different means of communicating with their customers for quite some time. However, how they use these channels has changed.

When customers want to interact with a brand on mobile, they want the same experience they had when they visited the website. If they pick up their tablet, they also desire the same experience. Whether just browsing or ready to make a purchase, consumers want to feel like a brand gets them and caters to them in the same way, no matter where they are in the customer journey. They want an omnichannel customer experience.

However, when not handled properly, content delivery could end up frustrating and confusing, especially if you're attempting omnichannel marketing without the right tools for the job. This is especially true if your target audience isn't familiar with Omni experience such as SMS messaging or push web notifications.

The arrival of 'Web 2.0' helped content marketing flourish in unforeseen and innovative ways. Traditional Content Management Systems (CMS) rose to the occasion to help marketers win over consumers with 'Content as a Service' for marketing.

However, as smartphones and tablets grew in popularity, the audience moved away from the desktop platform; and, these marketers realized the 'need' to engage their audience strategically across multiple platforms.

Unfortunately, traditional CMSs have proven too technologically rigid and cost-inefficient for omnichannel content marketing. Thus, the next step in CMS evolution- the API-based Headless CMS, was born.

In this whitepaper, we will discuss how utilizing Headless CMS will empower your team to deliver an effective omnichannel experience, without all the frustrations.



What Is An Omnichannel Experience?

An omnichannel experience is a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.

Why Should You Care?

Consumers are looking for continuity when shopping with a brand. If a potential customer notices an item they're thinking about purchasing online, in some cases they may want to go into their local store and see what else is available.

Purchases are no longer made after viewing one channel. Consumers interact with brands across several different touchpoints while deciding what to buy, and brands need to be able to deliver this omnichannel experience for them.

How Important Is An Omnichannel Experience?

Shoppers who buy from a business both in-store and online have a 30% higher lifetime value than those who shop using only one channel.

Omnichannel is about connecting with consumers and providing them with what they need to complete the customer journey successfully. Consumers are looking for speed and an easier way to solve their problems.

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A close-up photograph of a woman with long, light brown hair, looking down at a white smartphone held in her right hand. She is also holding a green credit card in her left hand, partially visible behind the phone. The background is dark and out of focus. The image has a soft, cinematic quality with warm lighting on her face.

OMNICHANNEL CONTENT DELIVERY

What Is A Channel?

A channel is a frontend that pulls data from your CMS and presents it to users. Housing different channels within a single CMS enables simplified content editing and omnichannel content delivery makes that possible.

What Are APIs?

You may have come across the phrase API before. For the uninitiated, API is short for an Application Programming Interface; a miniature programming module that has been coded with a very specific set of tasks in mind. APIs are used by developers when they want their software service to interact with an external service. Developers need only rely on simple commands to augment their application's features and functions using APIs.

The primary role of an API in a Headless CMS is managing the presentation side of the data, i.e., the frontend. However, that is not its sole purpose. APIs also allow developer's a lot of technological benefits and optimizes content marketing for brands.

With an API-first headless CMS, content editors can create a process workflow where every time they introduce new content, an API takes over the distribution part and delivers it to the platforms or channels of their choosing through API calls.

Omnichannel content delivery is highly consumer-based. It gives companies the option to distribute content to individual users in different channels and build a cohesive user experience across multiple platforms.

For developers, this means freedom to work with whatever tool or framework they prefer; for marketing content editors, it means that they're sourcing content from the same CMS and reducing the amount of work they have to do to publish content across channels.



WHAT IS HEADLESS CMS?

Introducing Headless CMS

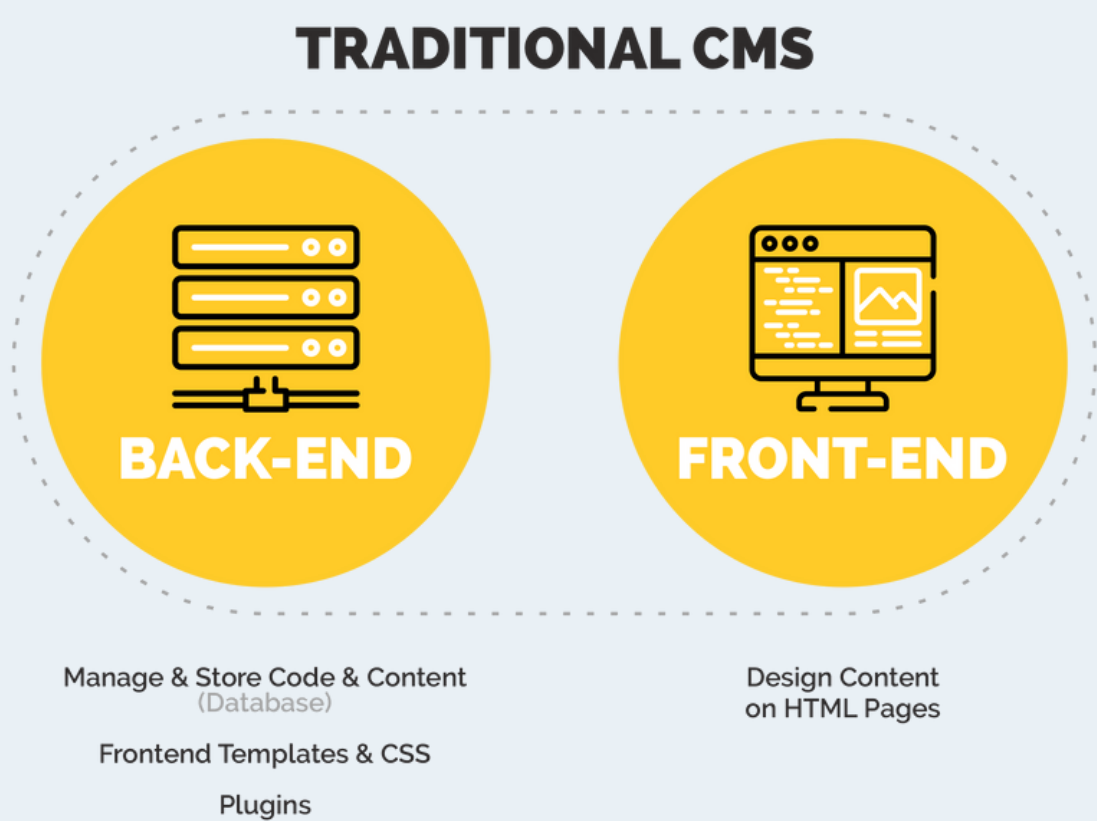
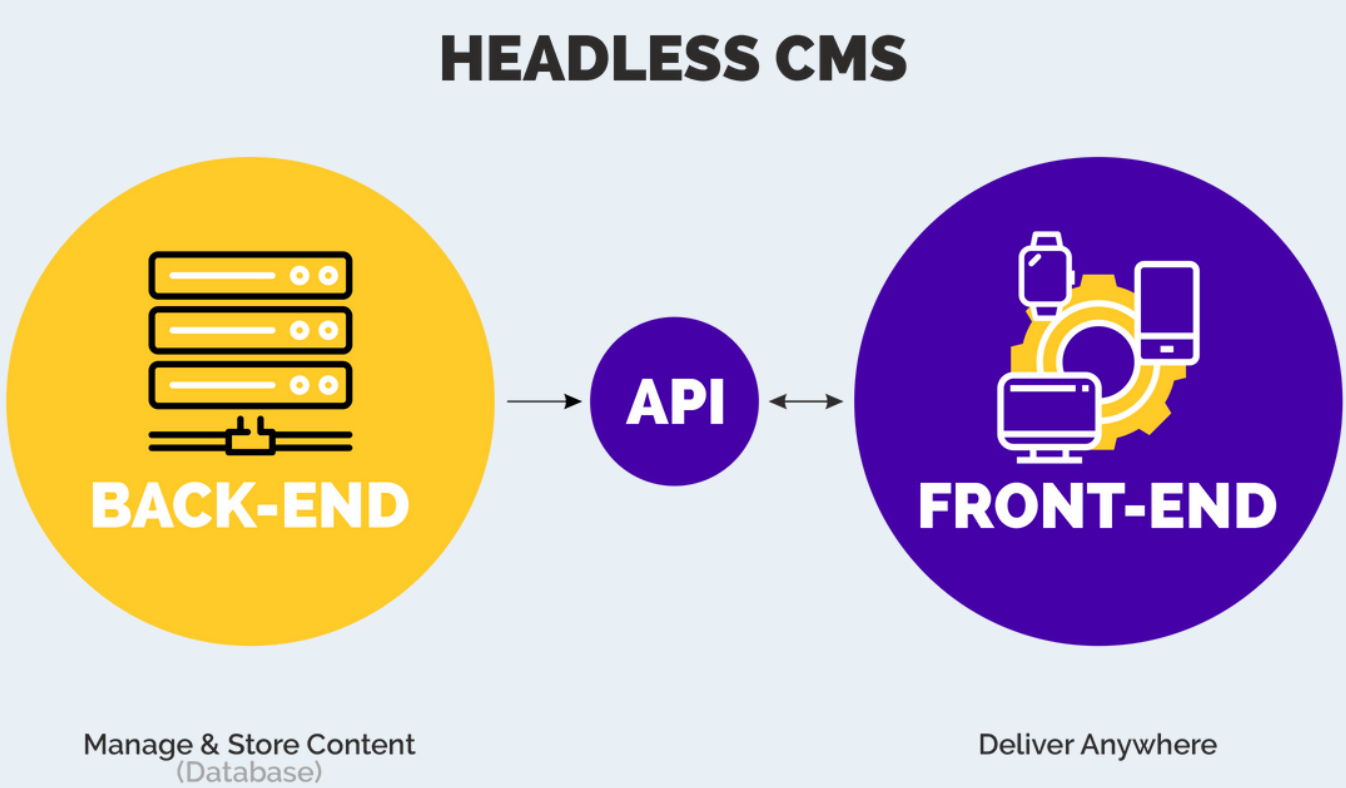
In simple terms, a Headless CMS is one that de-links the backend of the CMS from its frontend. The logic behind it is to present a more adaptable CMS that seamlessly adapts to a platform-native frontend. The Headless CMSs API-based architecture is responsible for ‘piggybacking’ the backend regardless of the complexity of its logic.

The coinage ‘Headless’ rose from the concept that this type of a CMS does not have a definite frontend; rather, it leverages its API-based delivery system to responsively deliver content to multiple platforms (which means servicing multiple frontends, too) flexibly. Most businesses custom configure APIs to perform functions that are specific to their business requirement. In the context of a CMS, an API is therefore tasked with fetching data, delivering data, and displaying that data in a native-responsive way to consumers regardless of the platform they use to access the CMS. Let’s take a look at how that works in detail.

How Are Headless and Traditional CMSs Different?

The key difference between how Headless CMS works in contrast to a Traditional CMS is in the way data is created, stored, and delivered. The primary issue with Traditional CMSs is that they can cater to anyone channel or platform for marketing, and present a quite barebones WYSIWYG. The content creation, storage, management, and deliverance are wrapped up together and placed in the backend, while the frontend is separately created with the targeted platform UI in mind.

A Headless CMS addresses these issues with a ‘Content-first’ approach. As the previous section elucidates, the API-based architecture of a Headless CMS is built with the intention of flexible, hassle-free content creation, management, and distribution. In this regard, a Headless CMS does not benefit content creators and marketers alone; there are two other crucial use cases where Headless CMSs offer benefits.



Here are some reasons why omnichannel marketing doesn't play well with the traditional CMS:

1. Single-channel content delivery:

Traditional architecture is built to be single-channel. Each channel requires an individual setup and separate optimization.

2. Content silos: Since content teams create content on a channel-by-channel basis, content silos and inconsistencies across multiple channels appear.

3. Rigid workflows: Since every channel has its own workflows, it's hard to streamline operations across channels and products.

4. Lack of integrations: Traditional CMS' are monolithic solutions that come with limited features and don't allow for many third-party integrations or only integrate well with a select group of vendors.



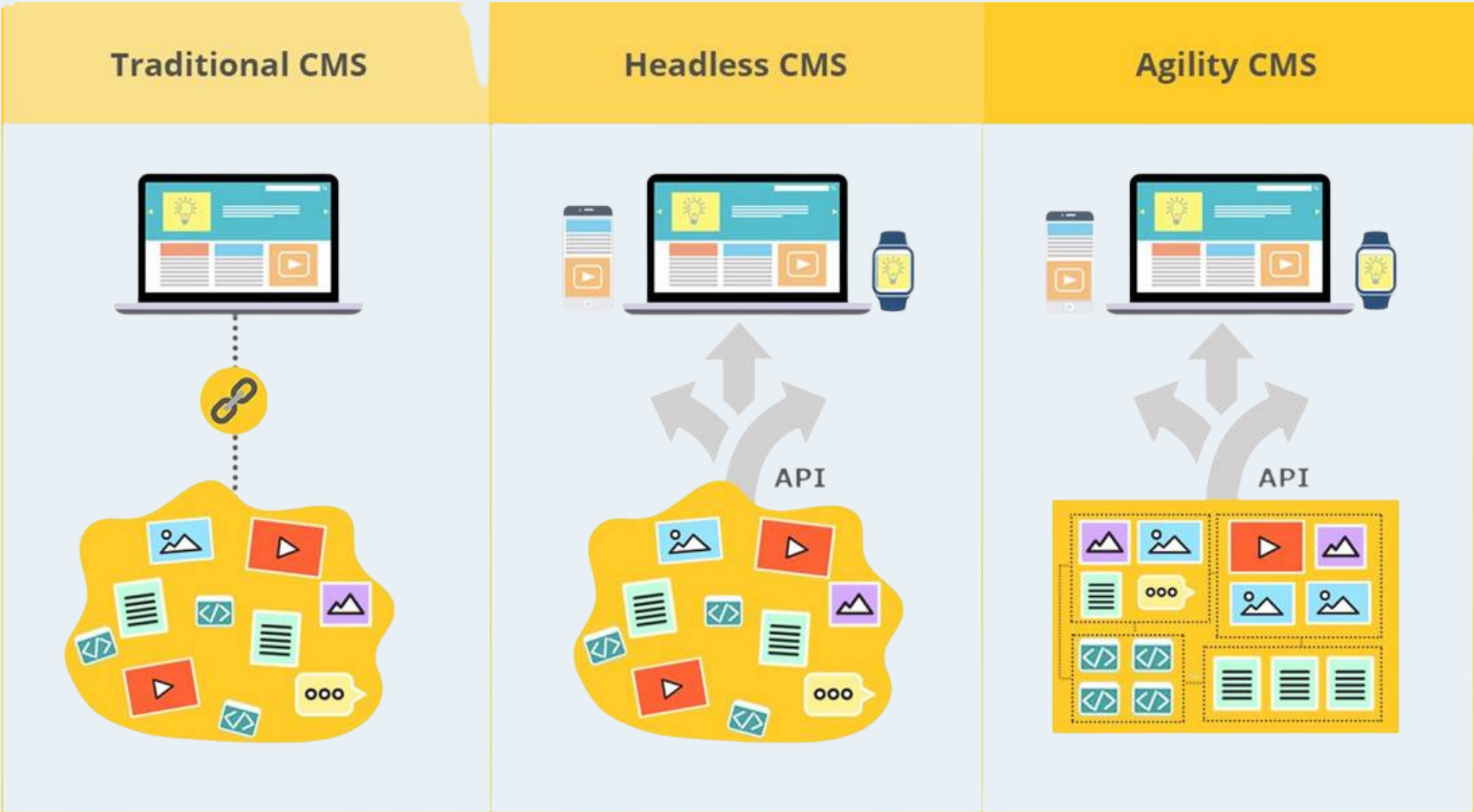


HEADLESS CMS FOR MARKETING TEAMS

Agility CMS For Marketing Teams

We live in a world that is highly mobile and digital, filled with customers who use multiple devices. This makes it difficult for marketers who still don't have an omnichannel strategy in place to get more sales or increase their user base.

With a hybrid CMS like Agility, marketers can quickly spread their message across platforms and display content effectively, driving conversions and simplifying their job.





HEADLESS CMS FOR OMNICHANNEL EXPERIENCES

How Has Headless CMS Innovated Omnichannel Marketing?

On a global scale, 92% of brand marketers view content as a crucial marketing asset, and at least 50% of brand marketers are actively working to strategize their marketing content around new customers- which means omnichannel marketing presence.

For competitive omnichannel content marketing, brands today need a CMS that grants focus on the actual content and its strategic distribution, while the technological configuration remains a one-and-done deal. Headless CMSs outdoes expectations and affords more competitive advantages by making it easier to update your content marketing strategy, frontend, and scale

Lesser troubleshooting worries

Headless CMS services are optimized more regularly by providers than Traditional CMS systems for service improvement. Integrating new technologies or switching technology stacks is quite easy as well for the developers.

Better omnichannel content management

A Headless CMS can grant better content management with easier integration to emerging channels or platforms. Imagine distributing the same content that mobile users are reading to users on wearable tech- The possibilities are limitless!

Faster deliveries

Lesser dependency on developers means content publishers and editors do not have to await the developer's intervention for making content live, marketers do not have to entertain delays as developers can remote access a Headless CMS from the Cloud to offer immediate servicing. Also, an API-based architecture helps your CMS service millions of users, without affecting your CMS or database. Your users enjoy lag-free, seamlessly native-responsive content at any given time.

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Scalability

Cloud integration and technological freedoms grant your CMS the chance to expand its service to newer platforms, imbibe newer marketing trends, and grow in service size. Considering how much brands had to pay to grow their marketing every time they targeted a new marketing channel with a Traditional CMS, this is a welcomed change.

More economic, better ROI

A Headless CMS can ensure that you get more out of content marketing with less financial input. A monolithic, Traditional CMS costs time and money to develop and maintain while yielding marketing potential over a singular channel. But, cloud-based, API-based Headless CMS lowers your cost of storage and backend operations. The Cloud integration of the Headless CMS is also accessible to your team from anywhere. Fast service for all equals, more consumers, and of course better ROI than what a Traditional CMS can promise you. Lastly, but most importantly, you can achieve more with a small, dedicated team and a Headless CMS than with a large one and a Traditional CMS.

So, you can target a larger market demographic and grant them Content as a Service over any platform. Thus, content marketing is less myopic and more omnipresent with an API-driven Headless CMS at your side.

Why A Headless CMS Is Your Best Bet for Omnichannel Marketing

The omnichannel approach is all about personalizing the customer experience on every channel. A headless CMS streamlines operations and enables businesses to manage content from one single location using APIs. Headless CMSs enable quick content optimization and delivery to many different channels at once, which can support all kinds of avenues, from product launches to blog posts, to in-person events, and sales promotions.





Creating Omnichannel Content In Agility CMS

Why Agility?

Agility CMS is the most well-equipped CMS for delivering an omnichannel experience. The content-first approach provides marketers and editors with the tools necessary to create the best content for omnichannel. It also means that personalizing the omnichannel experience for each customer is easier as well.

An effective omnichannel strategy requires that you remove not only the silos between your channels but also the ones separating your team. With Agility CMS, marketers can work to create the best content for each channel without being overly reliant on the developers and IT department, freeing them up to find new ways to integrate the content with emerging channels now and in the future.

One of the main benefits of Agility CMS when it comes to creating and delivering omnichannel content for multiple websites, apps, and devices is that it enables you to build both channels and instances.

In Agility CMS, you can manage different types of channels regardless of their architecture and functionalities. With Agility CMS, you can manage content structures and create as many distribution channels as you need because the CMS acts as a single source of truth from where you distribute content.

In Agility CMS' multi and omnichannel model, users can:

Map each digital channel to a domain/subdomain.

Give each channel its own page tree.

Create one web app per digital channel or a multi-tenant web application that powers all channels.

Provide users with access to the instance so they can view all content across channels. But permissions can be set to limit users to "read-only" on channels that are not relevant to the user.

Automatically associate a request to a registered channel and set the Digital Channel context appropriately with Agility.Web.dll.

Store all content within a single database.

**Book a Demo to See How
Agility CMS Works**

BOOK A DEMO

Using Agility CMS For Omnichannel Marketing

One of the best things about Agility for marketing teams is that it makes it super simple to repurpose content, reducing the need for updating content manually across websites and apps. In Agility, you're hosting your content on a single repository that, once you make changes to the main library, pushes and updates content across the deployment.

For instance, if you created a piece of content and you want to maintain readership value at a later stage, with Agility you only need to update it once, and the content gets updated across every channel, which makes for a faster, efficient content editing process.

Design Flexibility

Design flexibility is one of our main tenets. Agility CMS separates the front from the backend, which means that designers won't have to worry about how the content will fit a website layout, giving the marketing teams unprecedented flexibility and freedom to design in a way that makes sense for the users rather than the system.

For content-heavy companies, this is a godsend as it improves readability, reduces bounce rates, and gives them a huge SEO boost as more users spend more time interacting with the content.

Multichannel Marketing

Another great thing Agility CMS has for marketers is that it streamlines and makes your multichannel initiatives possible. Agility gives you the ability to scale and become a multichannel publisher by providing the tools to manage tagging and presentation off-site.

This approach means that companies can now design simple, low-cost digital experiences as needed and create content for them at a moment's notice. With Agility's multichannel capabilities, marketers can now pull content directly from the cloud, no matter how many sites there are, every time, everywhere.



Reusable Content

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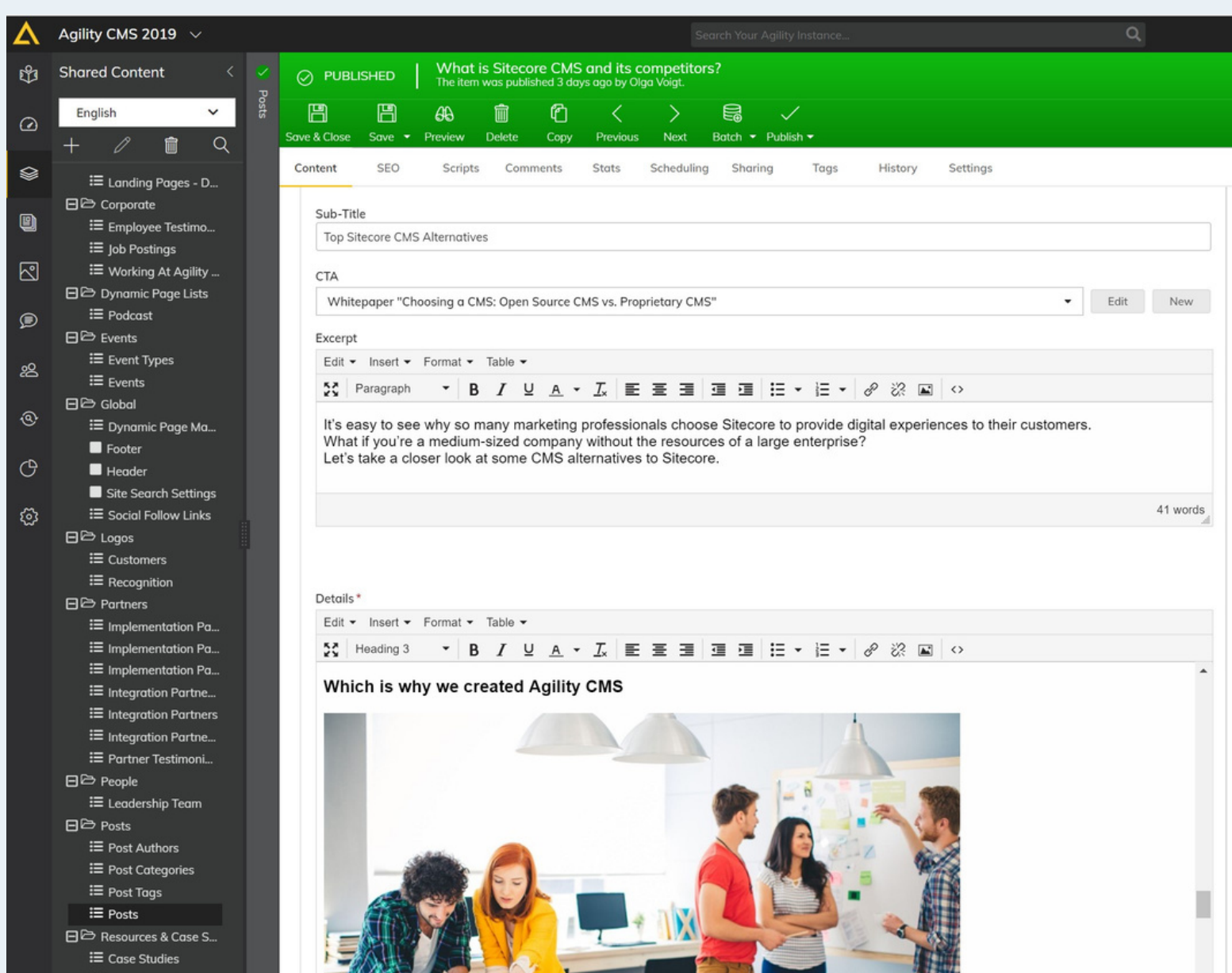
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Page Management

Most developers and architects start building their content using simple content definitions, and while that's a good way to get started, it doesn't scale well. That's why we offer users a built-in page management system.

Page management empowers editors to create and manage content using reusable building blocks, also called modules. Using these building blocks, editors can manage their site's page tree, edit SEO, and determine content relationships and the functionalities of each page. Also, developers can choose which modules editors can add, where they go, and what they do.

Page management also includes page templates. We provide the ability to create templates to narrow down the possibilities of what kind of content your website shows, giving the editors the tools to customize them. Each page template has content zones that give editors a location to drag and drop modules.





The Future of Omnichannel

Omnichannel, 2022 and Beyond

Omnichannel marketing will expand in the near future. In fact, according to Gartner, by 2023, 25% of organizations will amalgamate marketing, sales, and CX into a single function. With the help of data analytics, marketers willing to follow an omnichannel will get a birds' eye view of every customer based on their interactions across multiple channels.

Robot process automation and associated technologies like chatbots have seen significant growth over the past years and are likely to continue growing. To be successful when implementing an omnichannel strategy, companies need to be clever about how they handle user data and enhance the customer journeys that matter.

However, the growth of omnichannel marketing means that brands must plan for and manage customer expectations. It also means that successful companies need to learn to anticipate the consumer's needs and augment offerings accordingly.

If you want to learn more about how we help our customers create and deliver omnichannel content, read our case study [Innovating Omnichannel Customer Experience for SCENE Rewards Program](#).





EMPOWERING MARKETING TEAMS: AGILITY CMS AND FIRST CANADIAN PLACE SHOPPING

First Canadian Place is a shopping center located in Toronto, Ontario that was looking for a way to keep their tenants engaged during breakfast, lunch, and dinner as well as drive traffic to their shops and services. In order to give FCP the best experience possible, [Dotfusion](#), one of our implementation partners, decided to leverage the omnichannel capabilities of Agility CMS.

With Agility CMS, users can now access search menus from food courts easily, arrange orders, and schedule deliveries with a swipe or a click, depending on the channel they're using to connect with the caterers. Agility CMS enabled FCP to integrate with other systems such as Salesforce Marketing Cloud, allowing marketers to gain greater visibility over the website's performance.

Implementing Agility CMS has brought solid gains for FCP. Among them, we've seen a 69% increase in organic traffic, a 22% increase in food sales, 24% in catering sales, and a 12% increase in new users.

Read More: Case Study - [Award Winning new Website boosted FCP Shopping Center traffic by 69% and food sales by 22%](#)



Build Your Next Digital Experience With Confidence

Agility CMS focuses on helping you build a robust content architecture that enables both editors and developers to optimize their workflows and make changes as they need, achieving effortless efficiency without extra work.

Today's marketers need to be able to quickly create, publish and manage content across a growing number of digital channels. Agility's intuitive UI and familiar authoring experience make it easy for even non-technical teams to deliver exceptional omnichannel experiences.

At the same time, Agility CMS reduces the struggle editors and developers face when authoring and modeling content, making the process simpler for every stakeholder.

Our idea is to make things simpler for users to adjust the system to their own workflows, enabling them to incorporate new features on the go so they can focus on the long-term strategy instead of attempting to patch holes every single time.

Want to see Agility CMS in action?

[Schedule a demo](#) with our team and learn more about how Agility CMS can help you scale your business.

