

Consider your marketing plans

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Marketing scenarios are often left out of the content modeling phase. However, it's best to think about the marketing features you intend to use during the content modeling phase.

Your content model needs to reflect your marketing plans because some marketing scenarios require custom elements, for others you need to design how you're going to reuse content. That's all much easier and more efficient to set up at the beginning than do it in a fully running project.

In this article, we present you with how we at Kontent approach marketing scenarios.

What is a marketing scenario?

First, let's make it clear what we're talking about. Marketing scenarios can be anything of (but not limited to) the following:

- [Content personalization](#)
- [A/B testing](#)
- [Marketing automation \(such as newsletters\)](#)
- [Ads and social media integration](#)
- [Content analysis](#)

Personalization

Personalization helps you avoid irrelevant communication and unifies the customer journey. It's a complex task for which we use a marketing automation tool [Pardot](#) to collect and aggregate data about our customers.

We then use the data to decide where to show what piece of content based on the customer persona, location on the website, or our intentions with the customer. We have many versions of our content and use Pardot to **serve the right version to the right person at the right time.**

It's always important to [measure the success](#) of your personalization. It's necessary to pay attention to each segment of your customers and evaluate each customer journey on its own.

- [Explore how we personalize our sign-in page](#)
- [Personalize static sites using Kontent and Pardot](#)

A/B testing

A/B testing is an excellent method to evaluate personalization, for instance. Or just to test the best approach to target your audience and drive the best conversions.

Kontent by Kentico is a headless CMS so it does not come with its own A/B testing functionality. But with [the microservice architecture](#), you can connect it with the best-of-breed A/B testing tools and get way more

accurate results than with traditional CMSs that offer this functionality out of the box.

A/B testing is one of the topics tied to content modeling less closely but it still requires adjustments in your app. To get started with A/B testing, **you always need to know what you're going to test** – be it different versions of a submission form or different kinds of voice and tone, for instance. As for the tools, we at Kontent mainly use [Google Optimize](#). By using this tool, you create two versions of your content to test which performs better. And, based on the results, you can then optimize your app.

[Learn in more detail how we handle A/B testing at Kontent](#)

Marketing automation

Integrating a marketing automation system with Kontent enables you to **qualify your visitors and make your communication truly relevant**. We at Kontent use [workflows](#), [localization](#), and [versioning](#) to efficiently produce marketing content. We then employ [Pardot](#) to manage the marketing communication. To make it all happen, **we've added the Pardot endpoint to Kontent**. Thanks to the modularity you can use to [build landing pages in Kontent](#), we can create a complete landing page with integrated marketing automation without complicated developer involvement.

[Dive deeper into our marketing automation practices](#)

[Learn about the headless advantage for modular content marketing](#)

Ads and social media

With Kontent as the centralized tool to manage your content, you can leverage integrations like [Zapier](#) to manage your social media content and ads. You can connect Kontent to Twitter, LinkedIn, or other social sites and, with the help of [scheduled publishing](#) and [the editorial calendar](#), **manage your social presence from Kontent**.

[Explore your ads and social media options with Kontent](#)

Analytics

With all the personalizations, marketing, and everything else, **it's very important to measure the success of your content**.

To analyze your content, take the structured data from Kontent and send it to an analytics tool, such as [Google Analytics](#). For this, you need to [integrate Google Analytics](#) into your Kontent project and model your content so that you can generate the structured data for analysis.

It's essential to remember that **each analysis needs to be based on a question formed in advance**. Ideally, content modeling is the phase when you should define what you want to analyze.

[Dive deeper into content analysis](#)

What's next?

The next step is to organize your content using metadata. If you plan to personalize your content, metadata is certainly something you're going to need.

[Use metadata to organize your content](#)