

Acquia™

**How Enterprises Can Build Integrated
Digital Marketing Experiences Using Drupal**

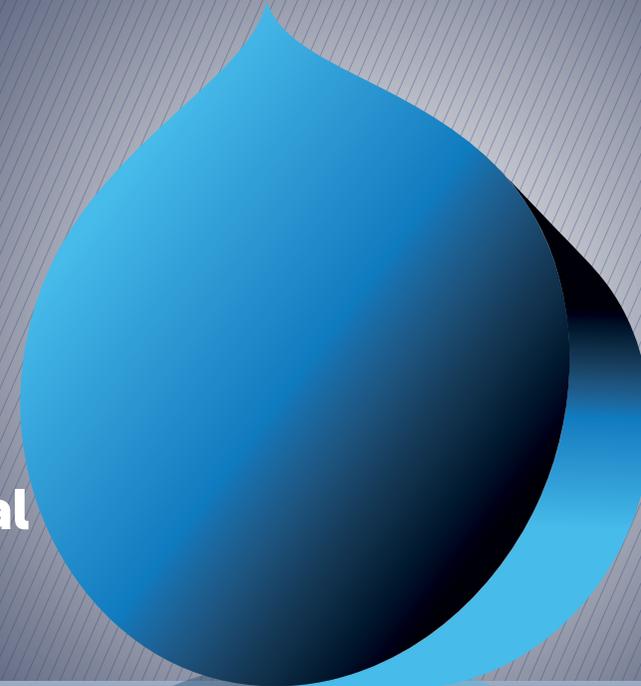


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Introduction

The interactive marketing industry is constantly expanding. Companies have moved beyond simply developing websites into supporting many innovative digital marketing approaches, such as microsites, intranets, community sites, mobile sites, and mobile apps. Forrester reports that by 2016, advertisers will spend \$77 billion on interactive marketing annually – the same amount that is currently spent on television advertising.

For enterprise organizations, these innovations in interactive marketing mean that the old model of creating multiple websites with separate marketing initiatives is no longer effective. Such tactics can result in content duplication and disconnected reporting, with no way to ensure consistency in branding or performance. This method also makes it difficult to collect and analyze customer data across a wide range of platforms, limiting the digital marketing department's ability to accurately segment and target consumers.

Now, it's become necessary to adopt flexible web experience management (WEM) solutions that can enable digital marketers to create fully integrated customer experiences across a wide range of digital platforms. The open-source Drupal platform is an ideal tool for executing such marketing initiatives.

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Answering The Needs Of Digital Marketers

For the majority of enterprises, a company's web presence and related online initiatives have moved from the purview of the IT department to that of the digital marketing department. Digital marketers have a variety of goals that may be unmet by current solutions, including:

- **Expanding the company's digital footprint** - Marketers want to grow the company's online presence to reach a wider audience. To accomplish this, they must create integrated brand experiences across new segments, channels, and devices.
- **Building brand loyalty** - Loyal brand advocates are more likely to buy and to help convert other customers. To increase loyalty, marketers must be able to connect with audiences through compelling multi-channel campaigns.
- **Generating demand** - Marketers must develop personalized and highly targeted content in order to generate more prospects and conversions.
- **Measuring and refining programs**- Marketers want access to detailed web, mobile, and social analytics to refocus and improve marketing programs. They need the ability to capture rich customer information that can display the history and context of customer interactions.

Marketers need access to an open, flexible development platform that allows them to build and expand brand experiences easily across multiple platforms. Drupal can provide that solution.

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¹<http://pewresearch.org/pubs/2054/smartphone-ownership-demographics-iphone-blackberry-android>

²<http://www.zdnet.com/blog/btl/as-smartphone-adoption-accelerates-mobile-app-revenue-keeps-pace/53279>

Delivering Rich, Integrated Experiences

As an open-source content management system, Drupal provides its users with virtually unlimited options for building integrated digital experiences. Benefits include:

- **A strong market presence**- More than 1.5 million sites in 228 countries have been built on the Drupal CMS.
- **Extensive capabilities** - More than 16,000 open-source modules are available for Drupal-based sites, including modules for social sharing through Facebook, Twitter, or Pinterest; rich media galleries; user-generated content modules; and thousands of other custom options.
- **An active community of developers and members**- There are more than 800,000 members in the Drupal community, and 17,000 active developers. New modules are developed and released at no cost on a regular basis, and the active community provides opportunities to gain valuable feedback on site functions from other users. With Drupal, you never have to fear a lack of institutional knowledge regarding the platform.
- **The ability to build rich, integrated experiences**- Drupal's flexibility allows developers to create branded experiences across a wide range of platforms, including product sites, intranets, microsites, and mobile sites.
- **The flexibility to customize components for various devices**- On Drupal, developers can choose from different content "components," such as RSS feeds and social sharing tools, and choose where to display each component on the page based on whether the user is on a desktop computer, tablet, or smartphone, optimizing the user experience.

// **Developers who work with Drupal are constantly working to improve upon existing technology while simultaneously developing new products and tools."**

- **A pattern of continuous innovation**-Unlike commercial content management systems, which undergo a traditional five-step development cycle, developers who work with Drupal are constantly working to improve upon existing technology while simultaneously developing new products and tools. Drupal delivers the fastest time to market for web projects and integrates seamlessly with all the sales and marketing tools you have in place.

Drupal's innovative technology is the way of the future for enterprise companies: Last year, Gartner selected Drupal and the Drupal solutions provider Acquia as "Visionary" software, stating that they "demonstrate strong understanding of current and future market trends, such as the importance of a flexible, transparent user experience, as well as the value of mutual reinforcement between tools that encourage user contribution and tools that facilitate bottom-up formation of groups and organizational structures."

Case Study: How Dell Built A WEM Solution On Drupal

Two years ago, Dell launched the Dell Cloud Business Applications Project. The site is geared at small- and medium-sized businesses, and provides them with access to cloud-based applications with turnkey services that can meet their business needs. The site offers resources and support including white papers, webinars, and articles about available cloud-based solutions.

The site's early goals were focused on broadcasting content about its cloud-based applications to a wide online audience, with no customer segmenting strategy involved. As the site evolved, Dell wanted to refine its vision to focus on creating specific content for different personas, based on each customer segment's unique needs. Dell contracted with VML to gain more direction and build a plan to move to a WEM-based Drupal solution.

Dell opted for a Drupal-based site for a number of reasons. Dell's team liked the flexibility that Drupal offered, as team members wanted the ability to easily customize modules and implement new features without paying substantial fees for custom coding.

VML worked with Dell to plan the new site features, focusing on user experience, effective content management, and persona-centric information, with the goals of improving site traffic, increasing the capture of data, and increasing overall site usage. VML adjusted the site layout and design to focus on creating a user-centric experience, and created a content strategy to improve the organization of resources and convert viewers to customers.

The site's full WEM integration enabled Dell to display relevant content to users based on available analytics data, including the type of browser platform they are using. For instance, viewers using mobile devices will be shown content that is optimized for their platform.

Using the Drupal content-management system has enabled Dell to build a flexible site that can be easily optimized based on customer segment and numerous other factors. As a result, the company has increased its ability to capture new leads and convert visitors into customers.

About Acquia

Acquia empowers enterprises with the open source social publishing system Drupal. Co-founded by Drupal's creator in 2007, Acquia helps customers manage their growth and scale their online properties with confidence. Acquia's products, cloud infrastructure, and support enable companies to realize the full power of Drupal while minimizing risk, as it's done for nearly 2,000 enterprise customers including Twitter, Al Jazeera, Turner, World Economic Forum, Stanford University, New York Senate and NPR. See who's using Drupal at <http://drupalshowcase.com>. For more information, please visit <http://www.acquia.com> or call 888-9-ACQUIA.