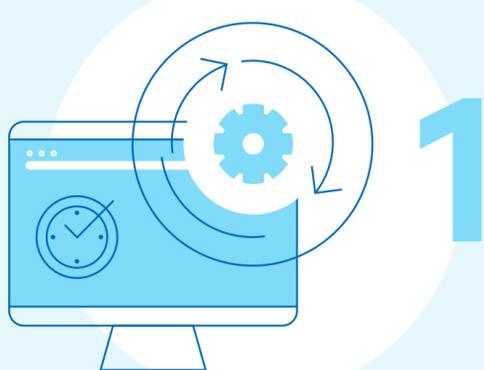


# Five Marketing Challenges Solved with Sitefinity

As a marketer, you face obstacles every day that challenge your efforts to rapidly deliver personalized content that increases engagement and ultimately drives revenue. Use Sitefinity to tackle your biggest bottlenecks and execute on priorities faster.



## ■ Challenge: Reducing Time to Market

Consumers today want content to be fresh, new and relevant to them. Without a collaborative and streamlined content management system, marketing teams suffer from backlogs, slowing down content production and decreasing overall visitor engagement and interest.

### ● Solution: Content Creation and Collaboration

With intuitive content creation, inline editing, drag and drop layouts, form builders, and no code widgets, your team can increase content creation and reduce time to market. Empower marketers and improve marketing team productivity with workflows and synchronization between staging and live websites with SiteSync



## ■ Challenge: Generating Web Traffic

In order to continuously generate web traffic, keeping content relevant with SEO optimization is key. Poor SEO strategy leads to less than favorable search engine rankings and content prioritization, resulting in lost opportunities and conversions.

### ● Solution: SEO Management

Sitefinity gives marketers full control over on-page SEO keywords, titles, and descriptions to optimize SEO rankings. Drive web traffic with tools like Accelerated Mobile Pages (AMP), social media content embedding, redirect management, sitemaps, and canonical URL management.



## ■ Challenge: Targeting Content by Persona

Prospects today interact most frequently with content that has been personalized to their specific values, preferences, and pain points. Content that is not optimized for its specific audience has minimal impact causing marketing teams to suffer from loss opportunity to engage.

### ● Solution: Content Personalization

Identify potentially new audiences and be able to effectively segment and profile based on behavior and refine through A/B testing capabilities. Deliver machine-learning recommended content and shape the message through built-in personalization to optimize the experience.

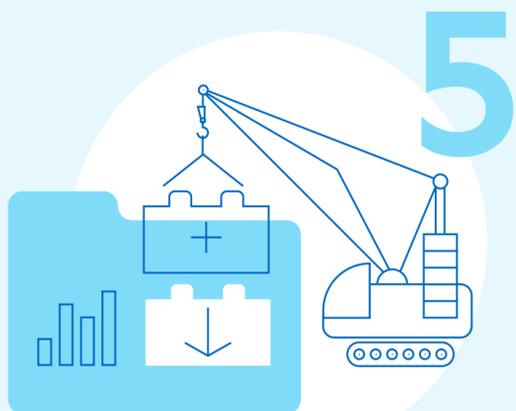


## ■ Challenge: Managing Multiple Websites, Channels, and Languages

Today, marketing projects span across multiple sites, channels, and global audiences. Using several systems to accomplish complex projects diminishes productivity, increases marketing reliance on IT, and prevents your team from achieving organizational scale.

### ● Solution: Multichannel, Multisite, and Multilingual Content Management

With Sitefinity, you benefit from straightforward multichannel, multilingual, and multisite content management. Sitefinity provides headless CMS capability, extensive, well-documented APIs, and actionable analytics, across all of your content, to simplify the complexity of today's projects.



## ■ Challenge: Converting Leads

Marketers are expected to create engaging content that will generate leads and impact the bottom line. Failure to streamline the lead process limits the amount of leads converted and the visibility to marketing campaign success.

### ● Solution: Marketing Automation and CRM Integration

Align your marketing, demand generation, and sales teams with Sitefinity's built-in connectors to Eloqua, HubSpot, Marketo, Microsoft Dynamics, and Salesforce. Convert more leads with analytics, lead source attribution, and visibility across all stages of the sales funnel.



Sitefinity is a marketer's fundamental tool to quickly develop highly personalized content and convert more leads. Learn more about how you can be a marketing maverick with Sitefinity and schedule a live demo.