Progress® Sitefinity®

Chumash Casino Transforms Complex Content Management into Seamless Experience for Marketers with Progress® Sitefinity®

AT A GLANCE

CHUMASH
CASINO RESORT

Chumash Casino implemented Progress® Sitefinity® to empower its marketing team, enabling fast, easy content updates and centralized management across multiple sites, boosting efficiency and customer engagement.

COMPANY Chumash Casino Resort	**INDUSTRY** Travel & Leisure, Entertainment
PRODUCT Progress® Sitefinity®	**COUNTRY** United States

Challenge

Chumash Casino required a user-friendly CMS to manage multiple sites, reduce external dependencies and simplify updates.

> "A main reason to switch to Sitefinity was the ease of use and that we could manage it in-house."
>
> **Michael Armenta**
> Executive Director of Marketing at Chumash Casino Resort

Solution

Centralized platform for managing multiple websites efficiently.

Instant deployment for quick updates and new campaigns: ability to stage content in Staging for review and approval and then publish to Production using Sitefinity SiteSync.

Intuitive interface requiring no technical skills or external support with easy in-house training for the marketing team.

Results

Reduced content management time by 50% and eliminated the need for external agencies or technical hires.

Consistent branding and messaging across all digital properties.

Increased visitor engagement on online platforms.

→ Streamline your digital content with Sitefinity and empower your team for faster, seamless and easy content updates!

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