



3 CHALLENGES THAT CMS FACE IN TODAY'S DIGITAL AGE

Communicating with an audience has gone from announcements made in a public square to websites and digital media today. While there are many forms of publication, one that many website publishers come to rely on is a Content Management System (CMS).

But a CMS can be riddled with challenges which continue to evolve and change. Let's discuss what they are and how to overcome them to find continued success with a modern CMS like DNN Evoq.

TODAY'S TOP 3 CHALLENGES

CHALLENGE #1: SAFE AND MANAGEABLE COMMUNITY

Your users want a safe space to discuss your products and services and keep up with the latest feed. But building a long-term, successful community requires proper management and user data safety.

CHALLENGE #2: DIFFICULT TO CHECK CONTENT QUALITY

Is your CMS making it difficult to maintain quality control and enforce brand standards when the content library grows? Remember that consistent branding builds consumer trust and translates into revenue growth.

CHALLENGE #3: OPAQUENESS TOWARD USER INTENT

Any CMS can give you the number of visitor clicks on a page. But to create content that users want, you need actionable insights about their consumption habits and how they go from one piece to another.

SOLVING CMS CHALLENGES WITH EVOQ

Businesses worldwide use Evoq as a secure CMS to publish and share content with readers. Evoq is the commercial-grade CMS built on open-source DNN and is packed with features that make your work efficient and scalable.

With Evoq, you get:

✓ Ease of managing communities

Evoq helps to engage your customers with gamified experiences. You can reward brand advocates who share your content on social media or use an influencer scoring system to understand the quality of members' reach. This scoring system incentivizes your users for taking the actions that you want. The more they compete to gain points, the more active your website and community become.

✓ Scalable content operations

With Evoq, you can set user permissions, use version history, and create web farms to scale content operations. You can also grow the number of creators, all while your content continues to follow brand guidelines using workflows.

✓ Content that your users *actually* want

Evoq lets you integrate with other marketing software and social media to extend your website's functionality. These familiar solutions include Google Analytics, Amazon S3, Microsoft Azure, MailChimp, Google Tag Manager, and popular social media platforms. Evoq also provides meaningful data points like visitor habits and conversion paths that help you create content your users want to further enrich their experience.

Evoq adds immense value to both marketing and technical users alike. Not to mention, it can meet the needs of all businesses by being available in both SaaS and on-premises models. Talk with a DNN expert today to learn more about Evoq and how it can make your content operations scalable and efficient.

Talk with a DNN expert →

