

Delivering Results: The State of Content Management and the Opportunity for Drupal

John Eckman

ISITE Design - <http://www.isitedesign.com/>

CMS Myth - <http://www.cmsmyth.com/>

Blog - <http://www.openparenthesis.org/>

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Discontent Management?

CMS Pain Assessment Tool

Choose the face that best represents how your CMS makes you feel



Hearts!
Rainbows!
Puppies!



Meh, it could
be worse.



Is it happy
hour yet?



What did I do
to deserve this?



CMS stands
for Cruel,
Maleficent,
Sadist.



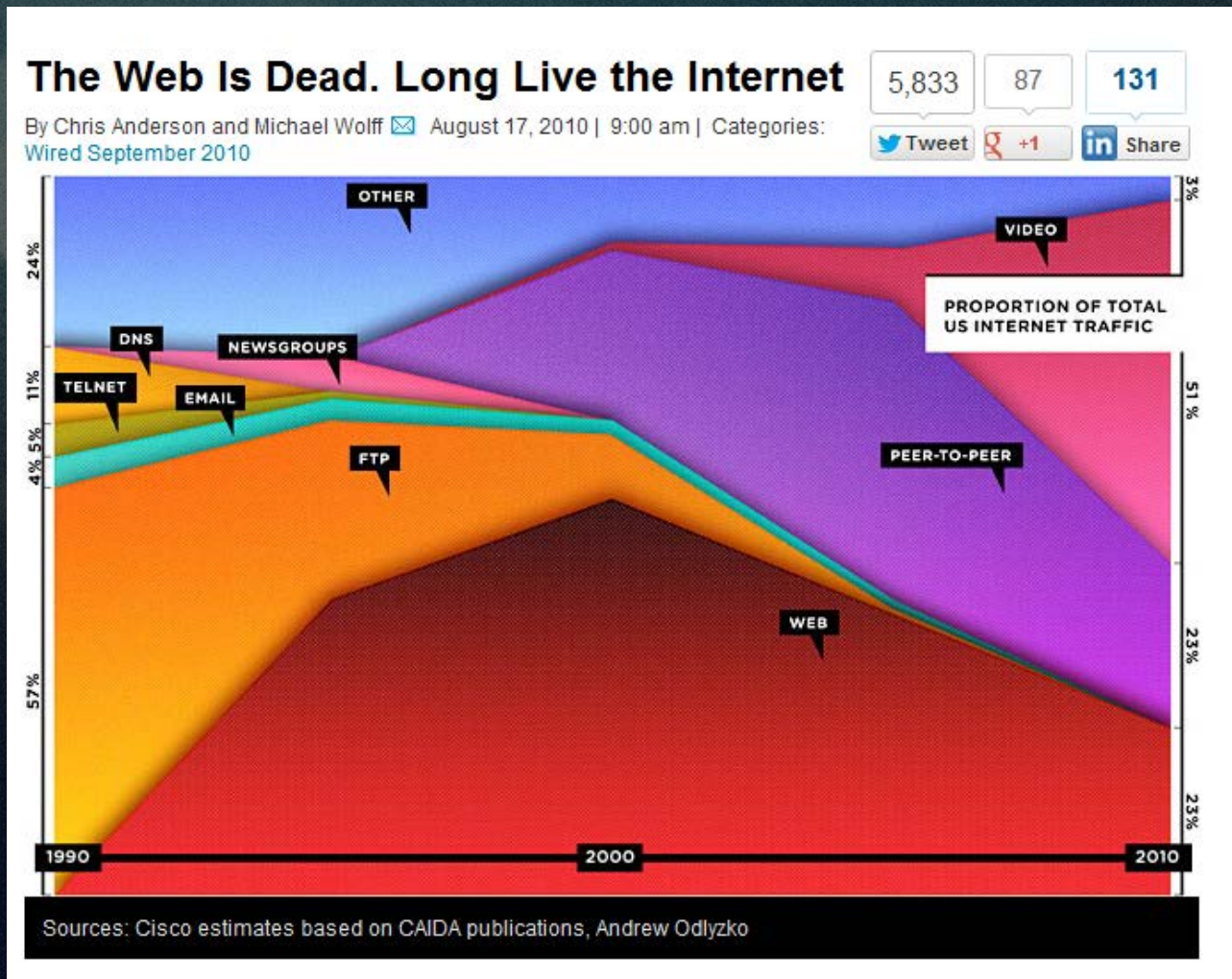
THIS IS WHY WE
CAN'T HAVE
NICE THINGS.

<http://www.flickr.com/photos/getoutandrun/2337000304/>

A photograph of three young adults (two women and one man) posing in a grassy field. The woman on the left is flexing her right arm and has a red 'C' painted on her midriff. The man in the center has white paint on his chest. The woman on the right is wearing a red 'GO STATE' hat and has a red 'S' painted on her midriff. They are all wearing athletic wear, including sports bras and leggings or shorts. The background shows trees and a clear sky.

Your CMS Should Empower You

CMS is Dead / Long Live CMS!

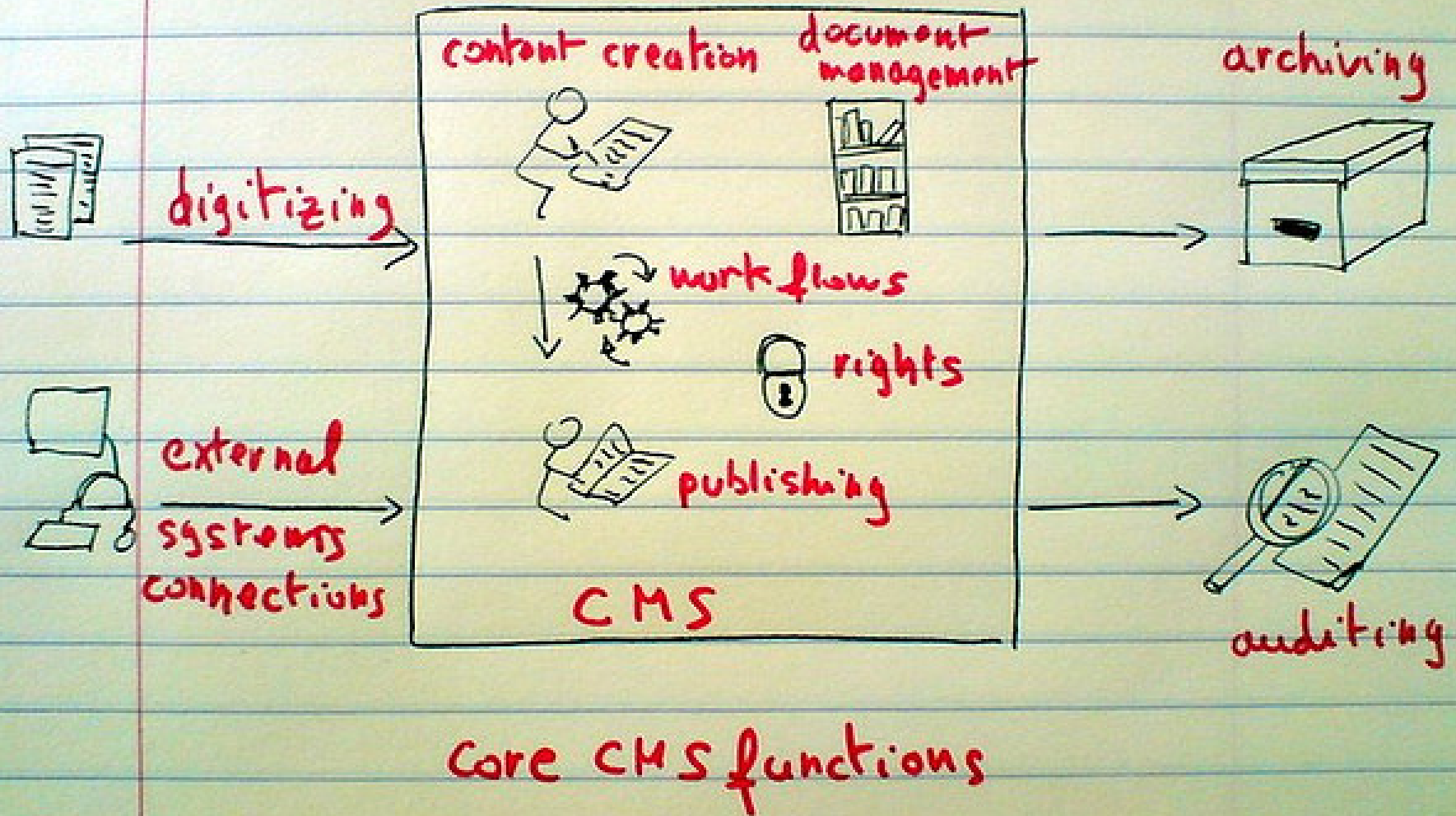


#cms

#drupalcampct

@jeckman

IS CMS a Commodity?



Post-CMS World?

- How We Build CMS-Free Websites

<http://developmentseed.org/blog/2012/07/27/build-cms-free-websites/>

- Drupal is not a CMS

<http://www.palantir.net/blog/drupal-not-cms>

<http://michaelshadle.com/2010/10/09/drupal-is-not-a-cms>



<http://www.flickr.com/photos/orgwith/5215254032/>

Everything is Digital

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Four Trends Driving Change

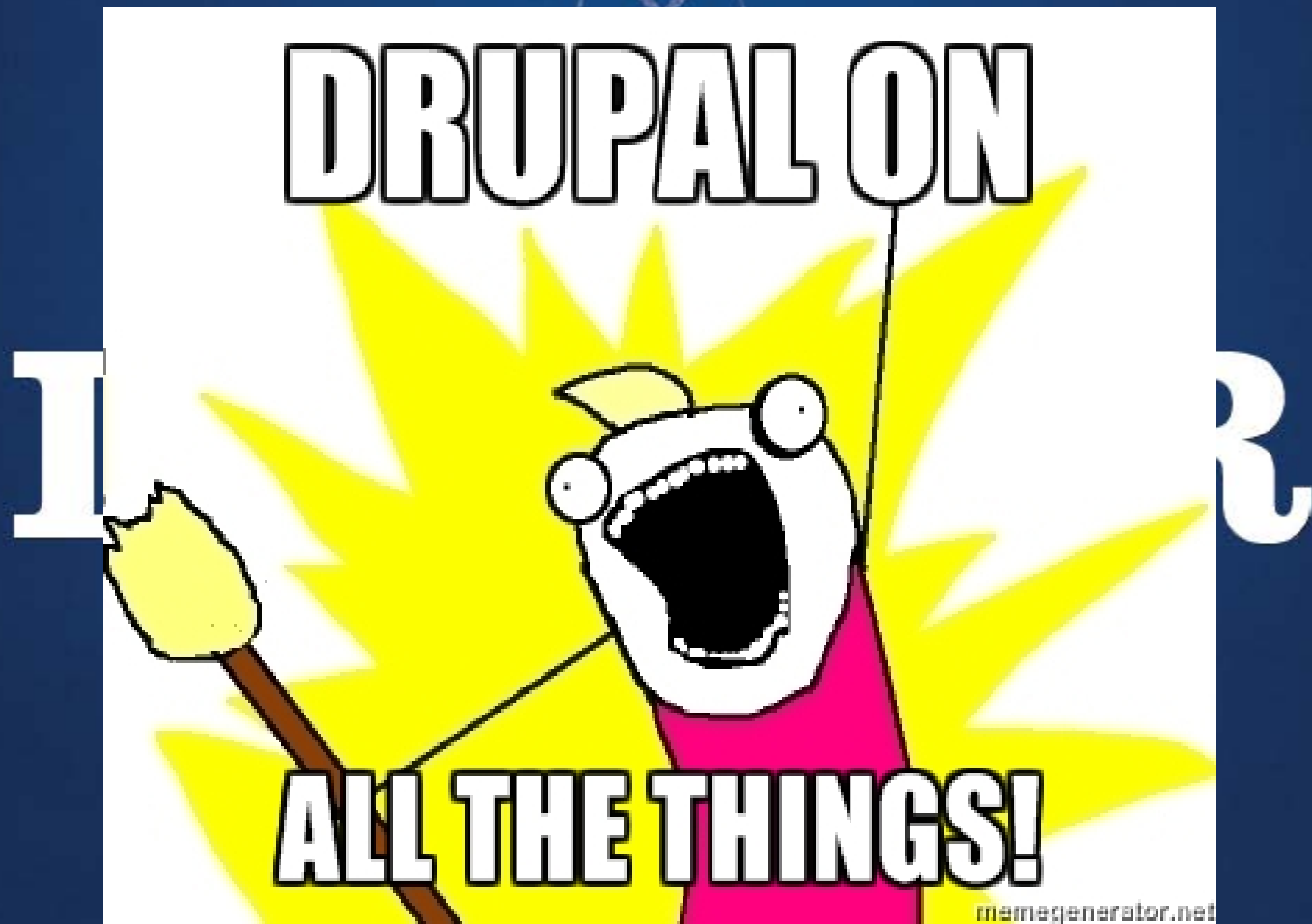
Responsive Design
& Mobile First

Structured Content

Content Strategy

Web Experience Management

Responsive Design

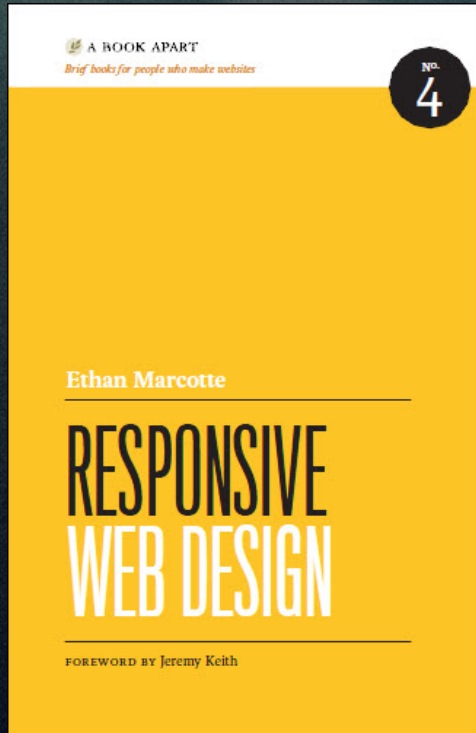


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Emergent Model



“an emergent discipline called ‘*responsive architecture*’ has begun asking how physical spaces can *respond* to the presence of people passing through them. . . . rather than creating immutable, unchanging spaces that define a particular experience, they suggest inhabitant and structure can—and should—mutually influence each other”

<http://www.alistapart.com/articles/responsive-web-design/>

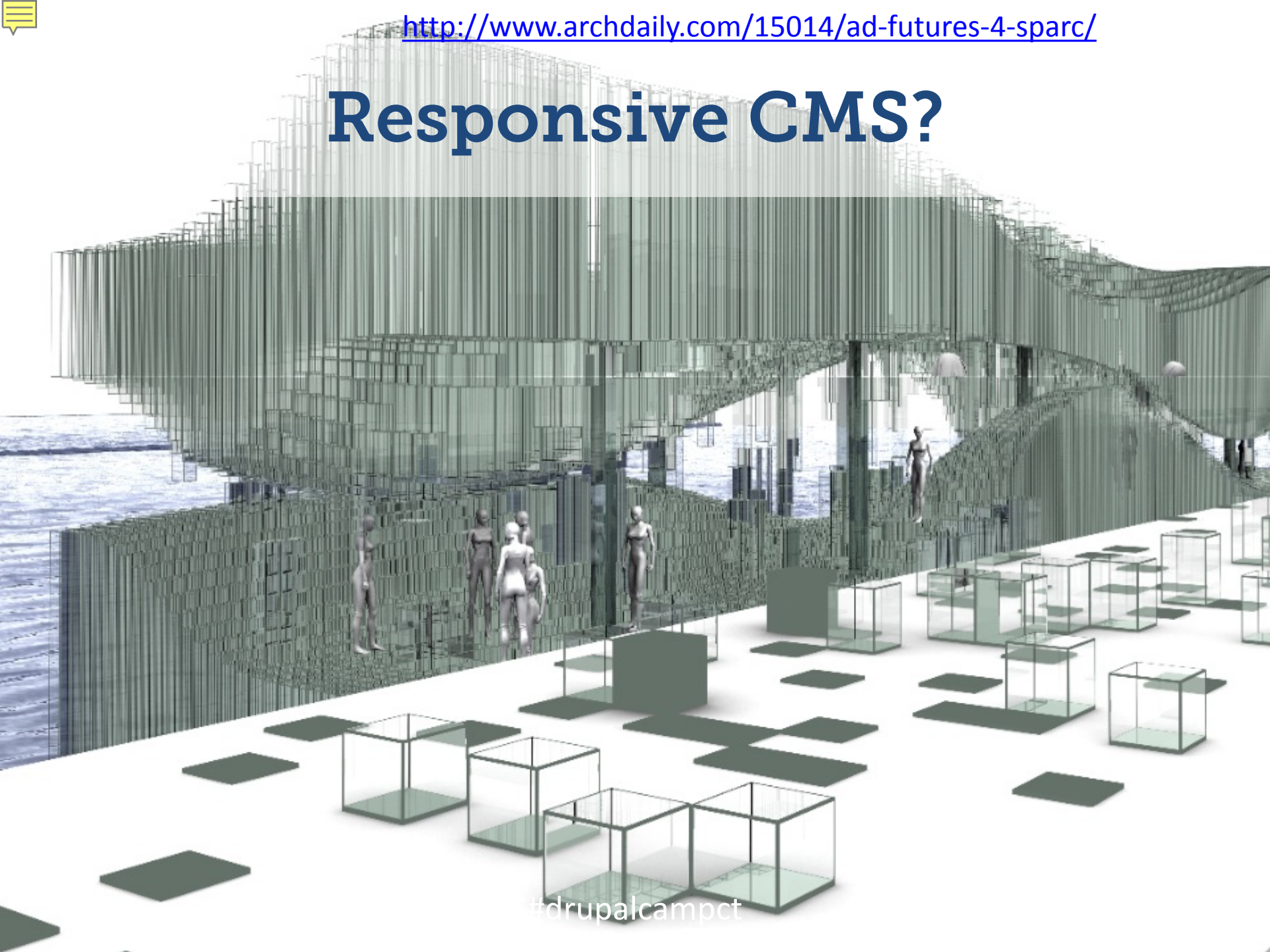
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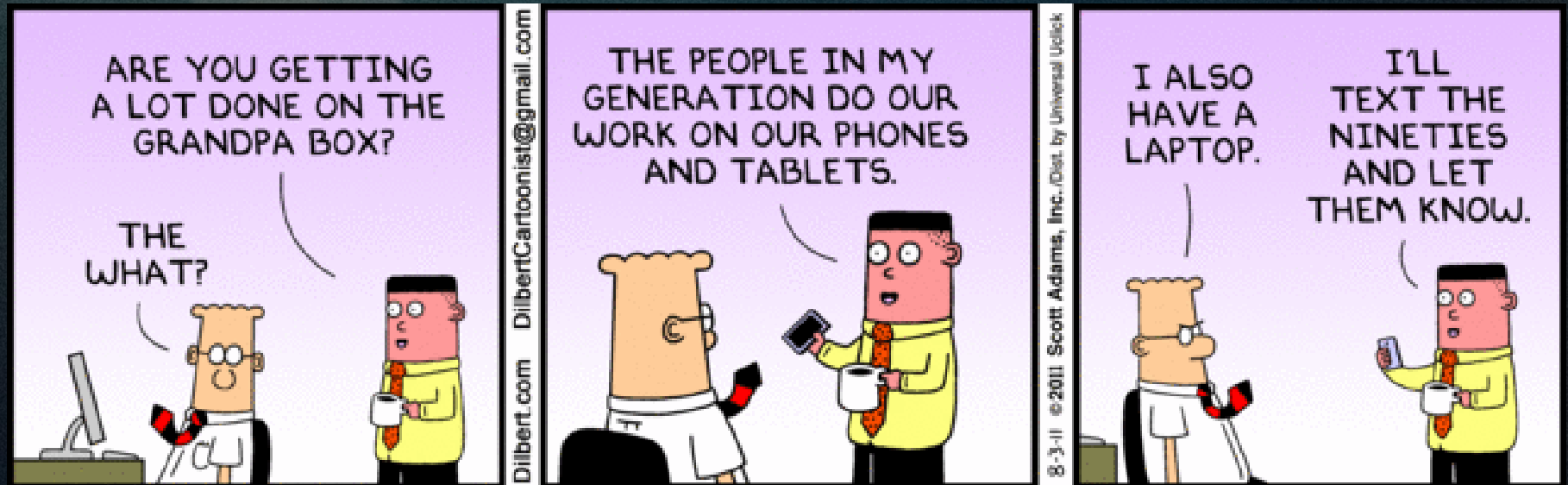


Responsive CMS?



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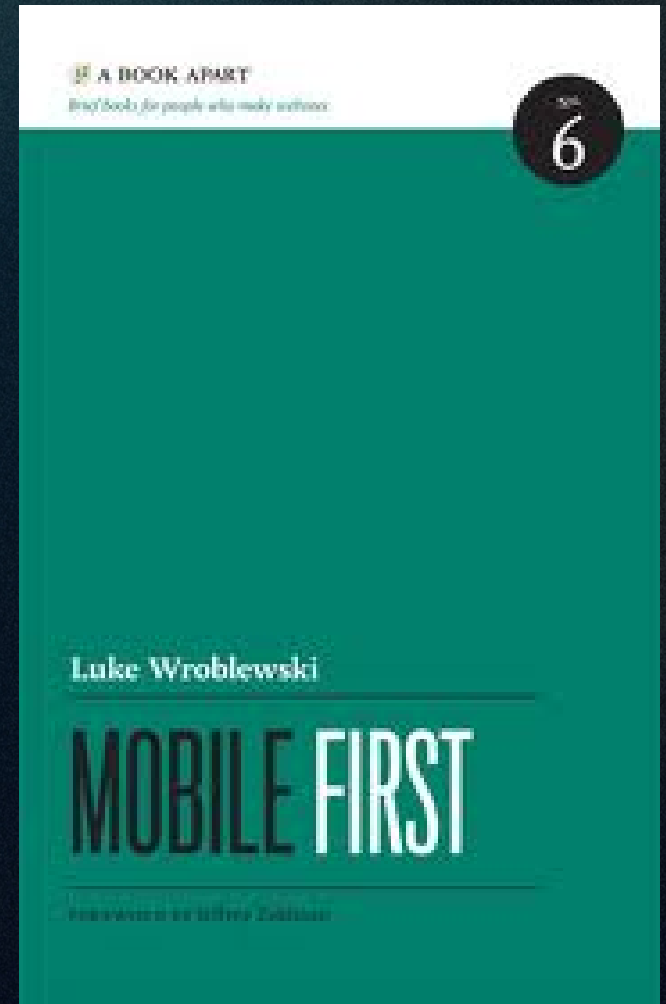
Mobile First



<http://dilbert.com/strips/comic/2011-08-03/>

Mobile First

1. Mobile is Exploding
2. Mobile Forces Focus
3. Mobile Extends Capabilities



Goals First?



Structured Content

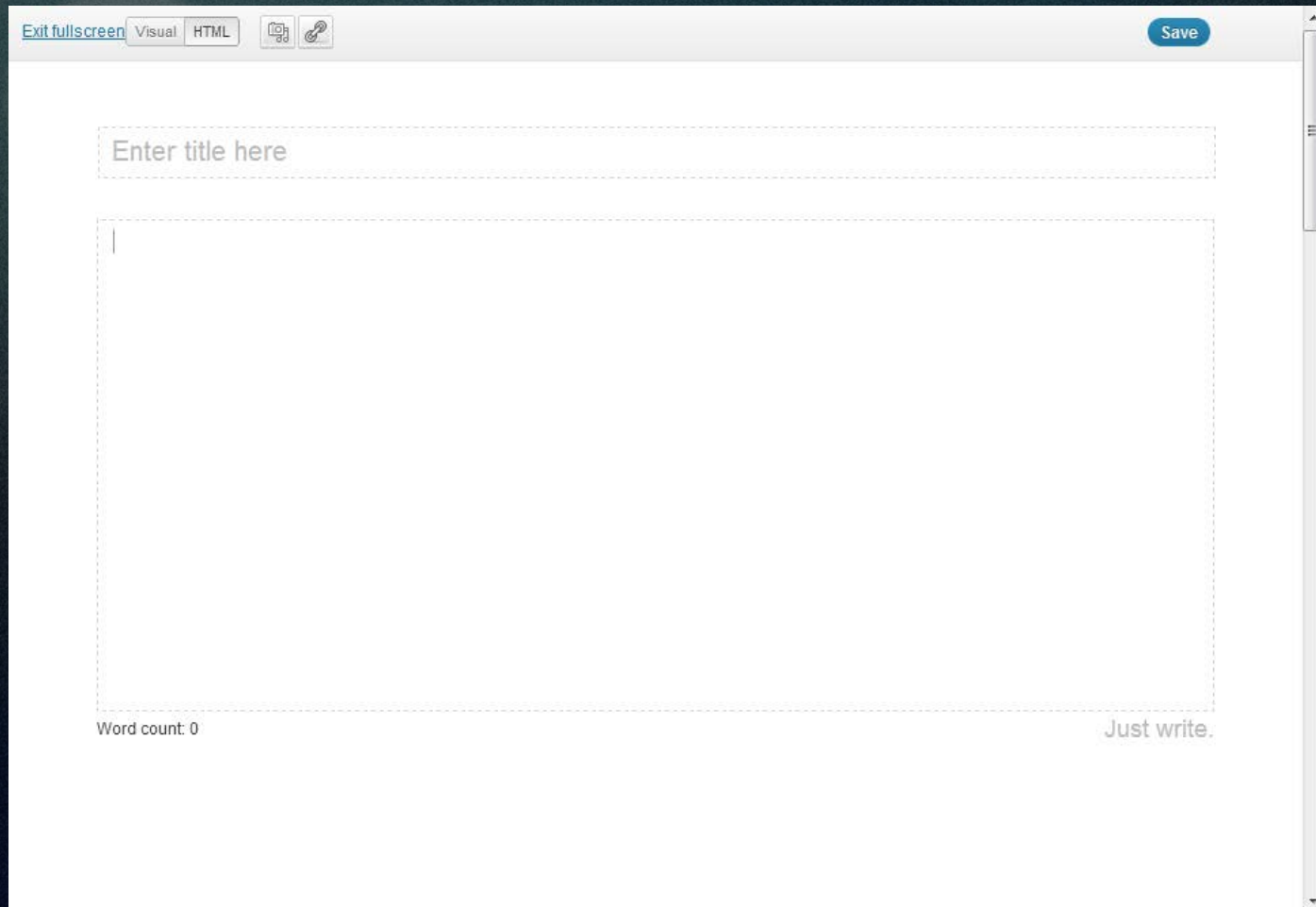
I was anxious to understand [responsive design] better...and, of course, to figure out if and how content should play a role.

... I can assure you of two things:

- This shit is fascinating.
- It will also require a tremendous shift for people who care about content (read: you).

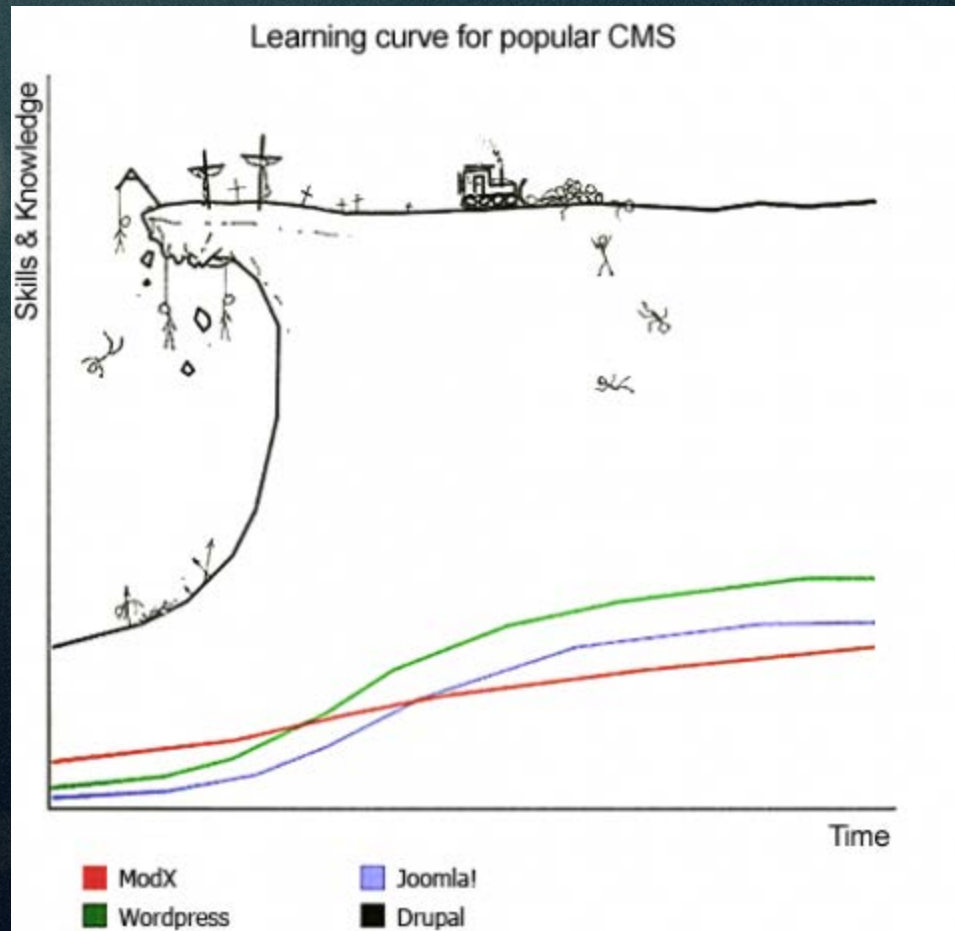
<http://sarawb.com/2011/08/04/structured-content-shifting-context-responsive-design/>

Simplicity vs Structure?



The image shows a screenshot of a web editor interface. At the top, there is a toolbar with the following elements: a link labeled "Exit fullscreen", two tabs labeled "Visual" and "HTML", two icons (one for undo and one for redo), and a blue button labeled "Save". Below the toolbar, there is a text input field with the placeholder text "Enter title here". Underneath the title field is a large, empty text area for writing content. At the bottom left of the text area, it says "Word count: 0". At the bottom right, there is a faint, light blue watermark that says "Just write.".

Simplicity vs Structure?



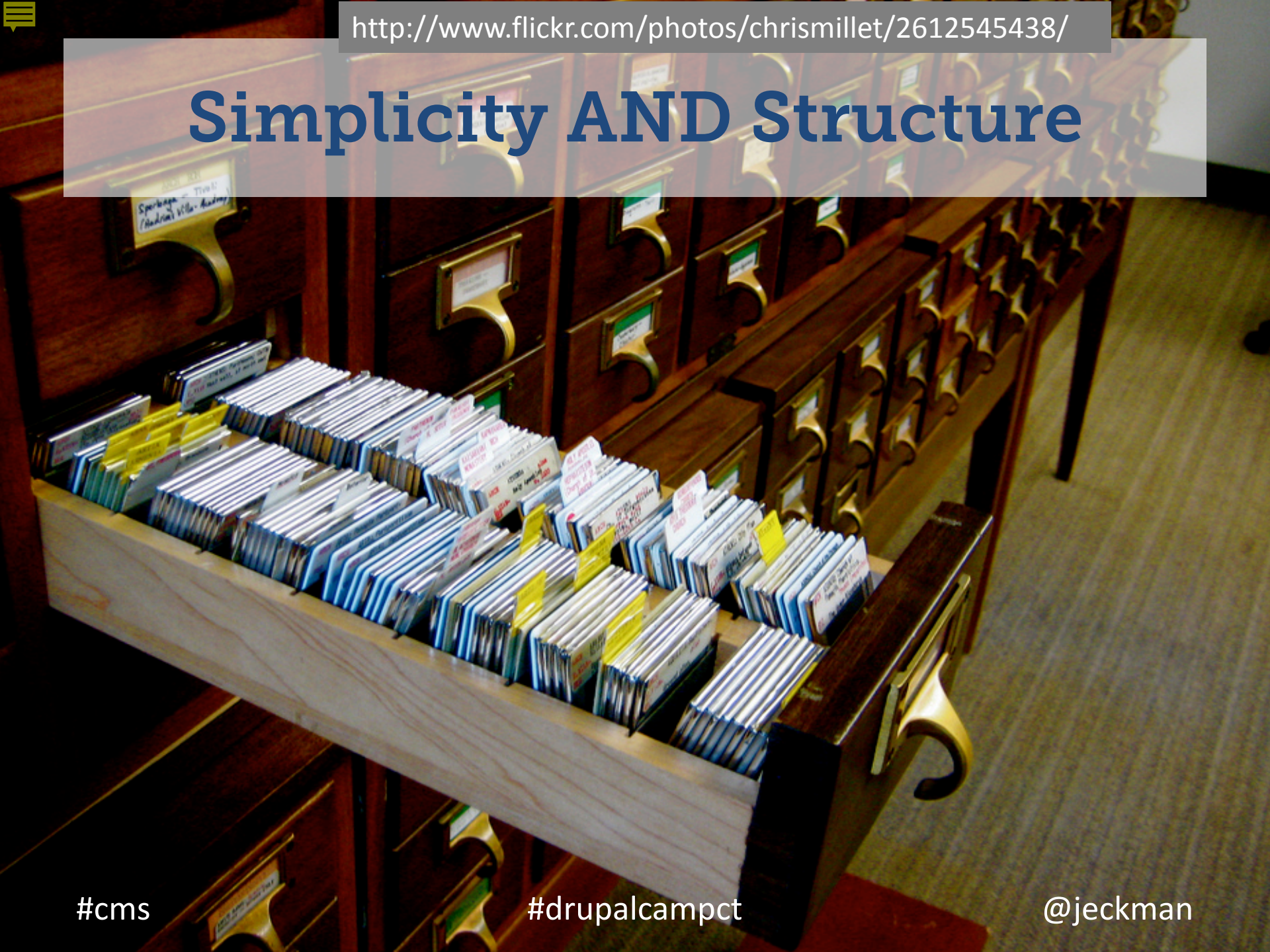
<http://www.cmsmyth.com/2012/02/build-one-to-throw-away/>

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Simplicity AND Structure



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Content Strategy



The image is a screenshot of the CONFAB website. At the top, there is a dark navigation bar with the CONFAB logo on the left and links for EVENTS, NEWS, ABOUT, and CONTACT on the right. Below the navigation bar is a large banner with a world map background and the text "CONFAB GOES GLOBAL!". Underneath the banner is a white box containing the text "Confab: The Content Strategy Conference is now on both sides of the Atlantic." To the left of this text is a photograph of three men in a discussion, with a CONFAB banner visible in the background. To the right of the text are two event cards. The first card is blue and titled "LONDON 2013" with the dates "MAR 25-27, THE MERMAID". The second card is yellow and titled "MINNEAPOLIS 2013" with the dates "JUNE 3-5, HYATT REGENCY".

CONFAB

EVENTS NEWS ABOUT CONTACT

CONFAB GOES GLOBAL!

Confab: The Content Strategy Conference is now on both sides of the Atlantic.



LONDON 2013
MAR 25-27, THE MERMAID

MINNEAPOLIS 2013
JUNE 3-5, HYATT REGENCY

The image shows the interior of a grand, historic library. On the left, tall wooden bookshelves are filled with books. The ceiling is high and features a complex system of wooden beams and hanging lanterns. In the center and right, there are long wooden study tables with chairs. Several people are seated at these tables, working or studying. The architecture is Gothic, with pointed arches and large windows in the background.

Content is NOT a Liability

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<http://www.slideshare.net/mbloomstein/next-timeonhoardersbloggerswithoutcontentstrategy-wordcamp>

Appropriate, Inc.

Margot Bloomstein
WordCamp July 24, 2011
@mbloomstein | #wcbos

Hoarding is NOT a Strategy

**NEXT TIME ON HOARDERS:
BLOGGERS WITHOUT
CONTENT STRATEGY**

@jeckman



Web Experience Management



<http://www.flickr.com/photos/eschipul/4160817135>

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WEM / CXM / CEP / WTF!?

Content Targeting

- Anonymous users
- Buying stage
- Persona / Desires

Effectiveness Measures

- Analytics
- Multivariate & A/B Testing
- Lead Scoring

Web Experience Management

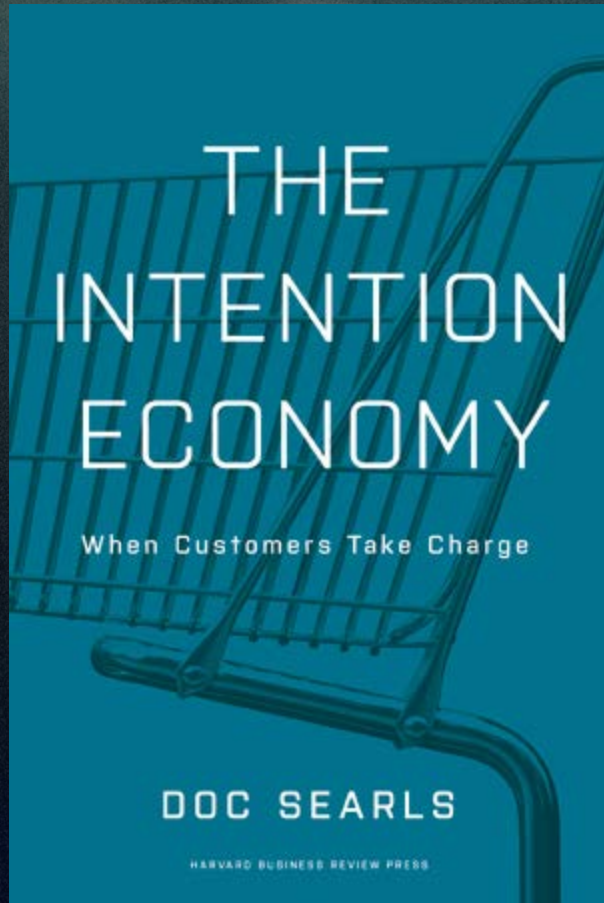
Layout Flexibility

- Mashups / Aggregations
- Dynamic Templating
- Media Handling
- In-line Editing

Multichannel Integration

- Email & SEO/SEM Campaign Management
- CRM/ERP Connections
- Transactional History

User Driven vs User Centric



“When I first talked with Doc about [user-driven instead of user-centric](#), Jim Carrey’s The Truman Show immediately sprang to mind: from birth, Truman is the protagonist in a huge reality show revolving around him... only he doesn’t know it. . . . Clearly the Truman Show is Truman-centric... but it is most definitely not Truman-driven.” -

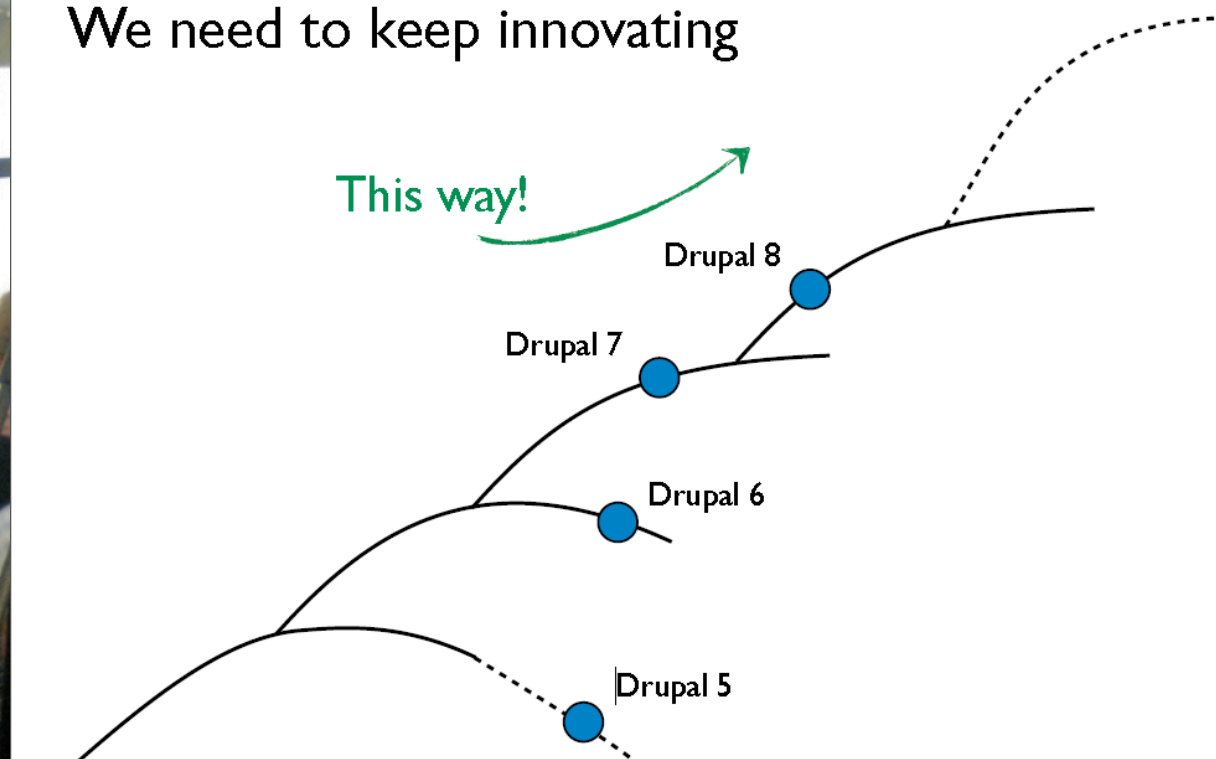
<http://blog.joeandrieu.com/2008/07/12/towards-user-driven-search/>

<http://www.flickr.com/photos/add1sun/3580280785/>

Why Drupal?

We need to keep innovating

This way!



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A background image showing a crowd of people at a political rally. Many individuals are holding up blue signs with the word 'FORWARD.' in large white letters and 'BARACKOBAMA.COM' in smaller white letters below it. The scene is filled with energy, and the focus is on the collective action of the crowd.

Moving Forward

- Web Experience Management on Drupal
- Spark
- Responsive & Mobile First
- Business Impact

The New CMS

Content Management ~~System~~ Strategy

The problem is we've been focused on the wrong 's' – what most organizations need is not a content management *system*, but a content management *strategy*

Questions and Answers

John Eckman

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