

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/>

Github: <http://github.com/jeckman>

Twitter - @jeckman

<http://drupal.org/user/209083>



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.



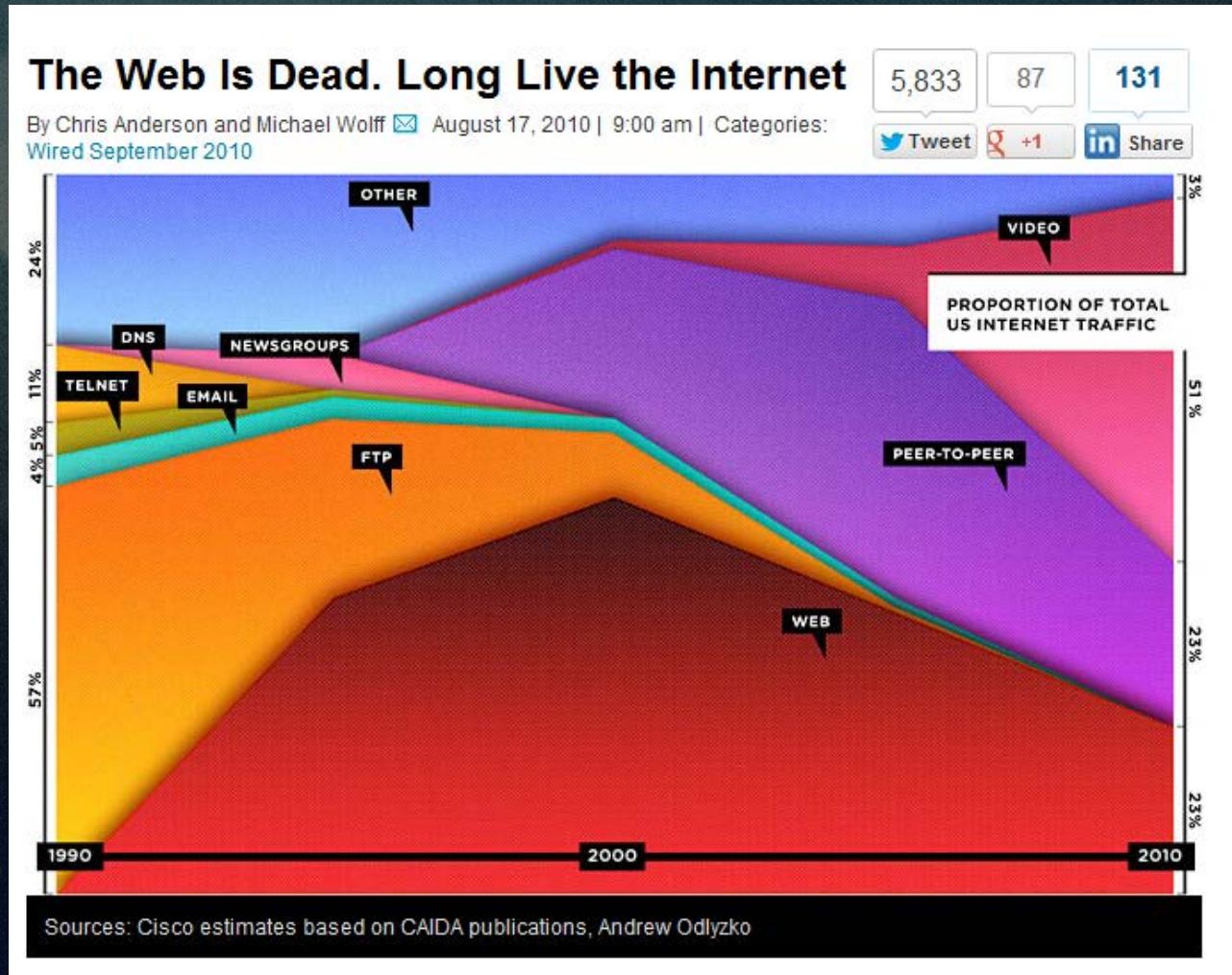
THIS IS WHY WE
CAN'T HAVE
NICE THINGS.

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



Your CMS Should Empower You

CMS is Dead / Long Live CMS!

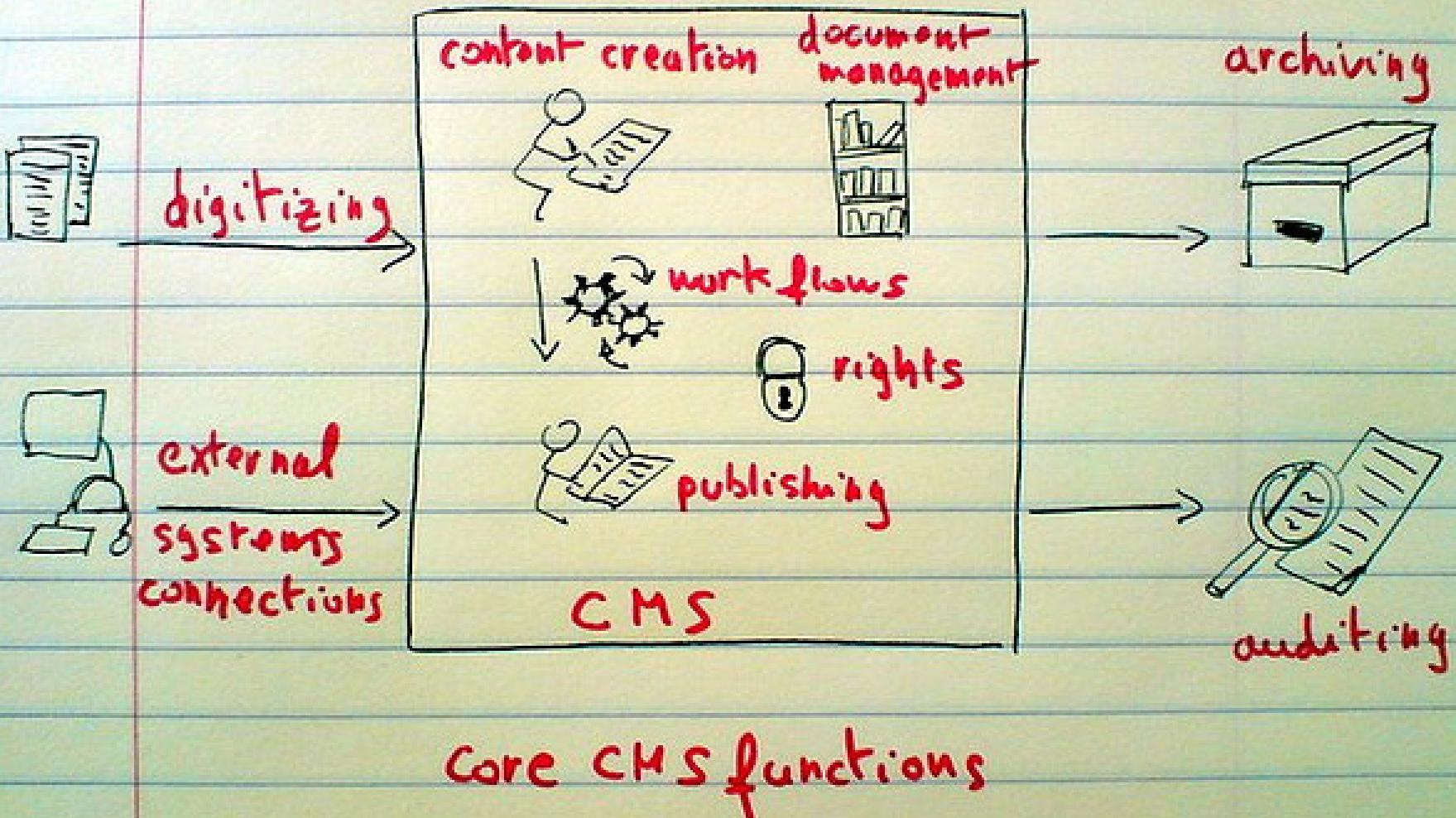


#cms

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IS CMS a Commodity?



Post-CMS World?

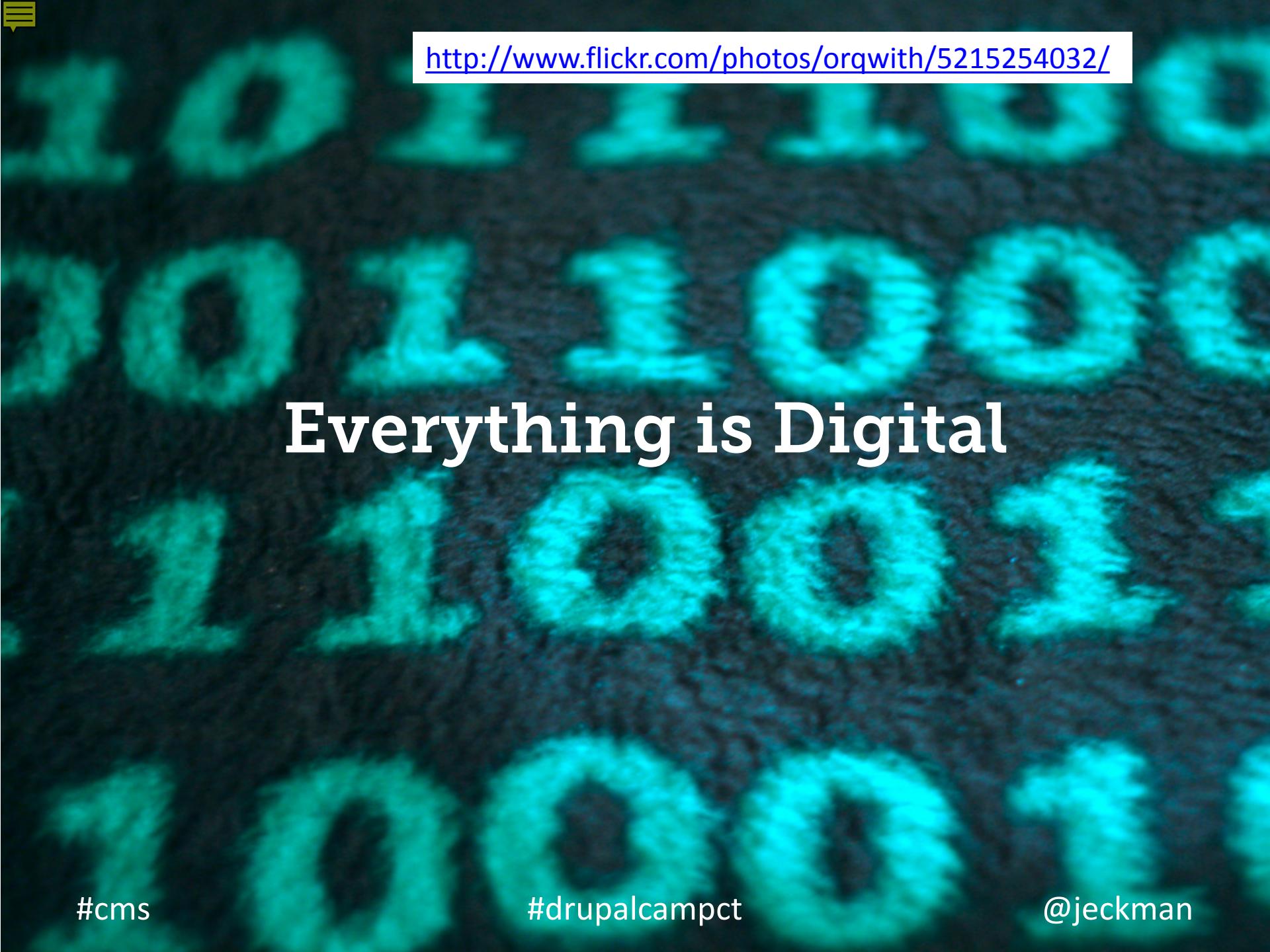
- How We Build CMS-Free Websites

<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/orqwith/5215254032/>

Everything is Digital

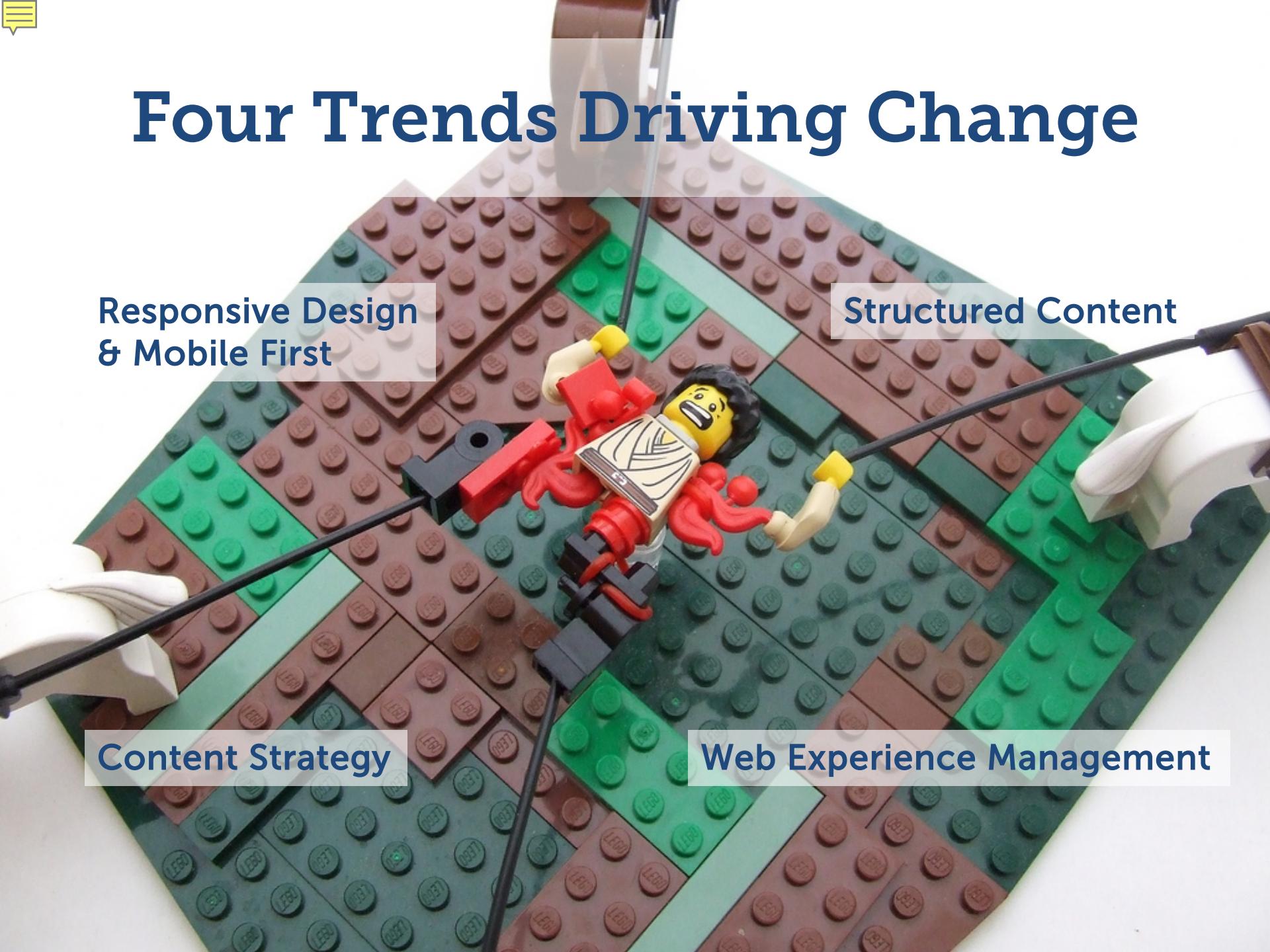
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Four Trends Driving Change



Responsive Design
& Mobile First

Structured Content

Content Strategy

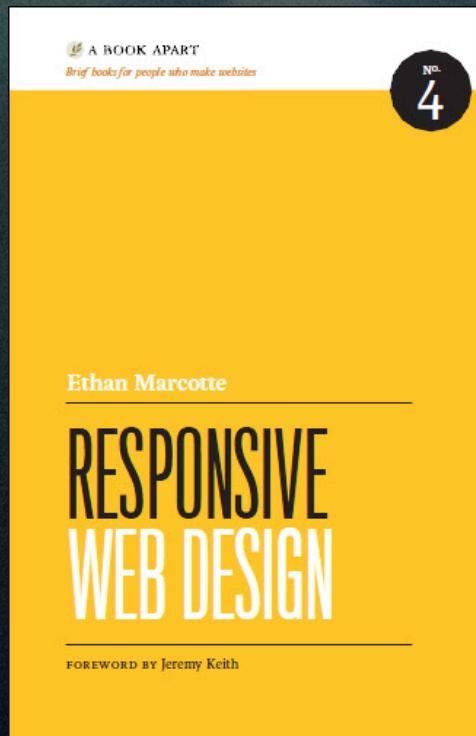
Web Experience Management

Responsive Design





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/>



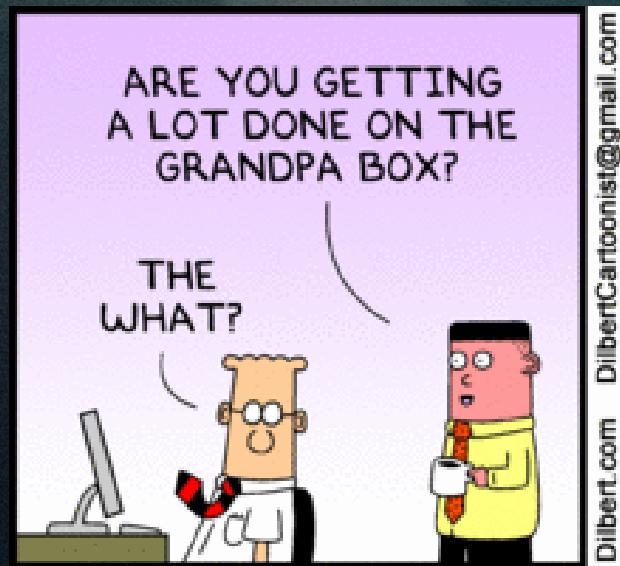
<http://www.archdaily.com/15014/ad-futures-4-sparc/>

Responsive CMS?



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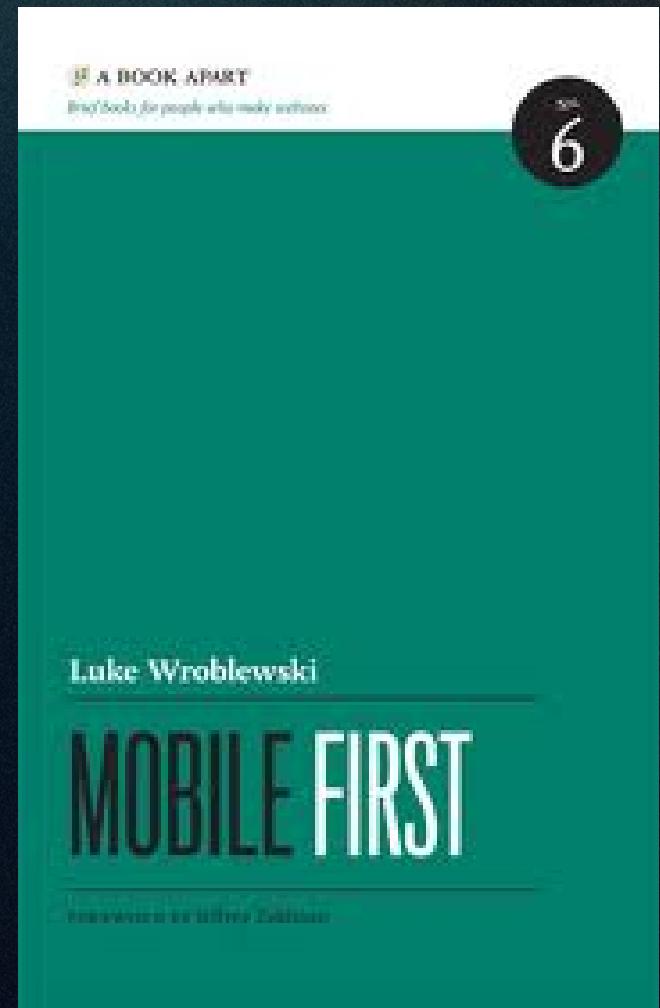
Mobile First



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

Mobile First

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



<http://icanhascheezburger.com/2008/01/02/funny-pictures-goals-i-haz-dem/>

Goals First?



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Structured Content

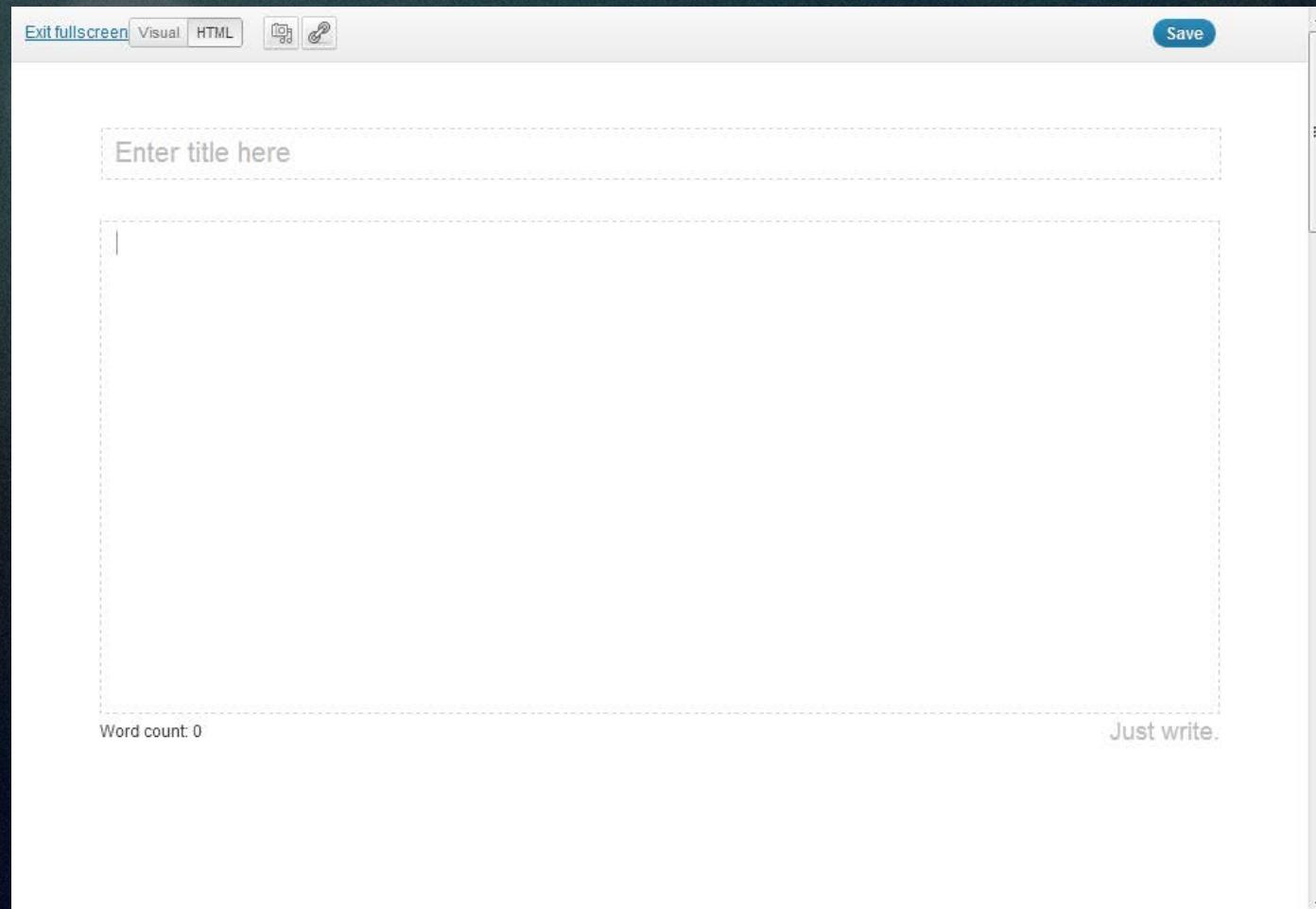
I was anxious to understand [responsive design] better...and, of course, to figure out if and how content should play a role.

. . . 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?

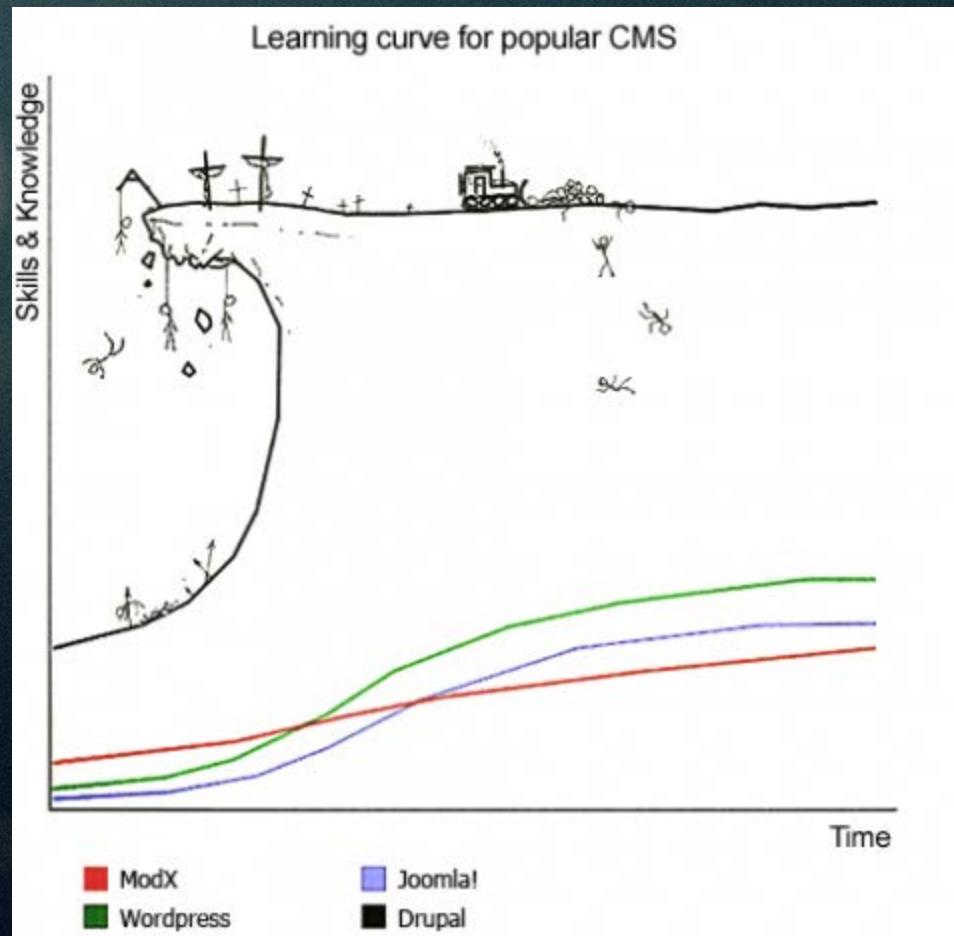


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Simplicity vs Structure?



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

Simplicity AND Structure

Content Strategy

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

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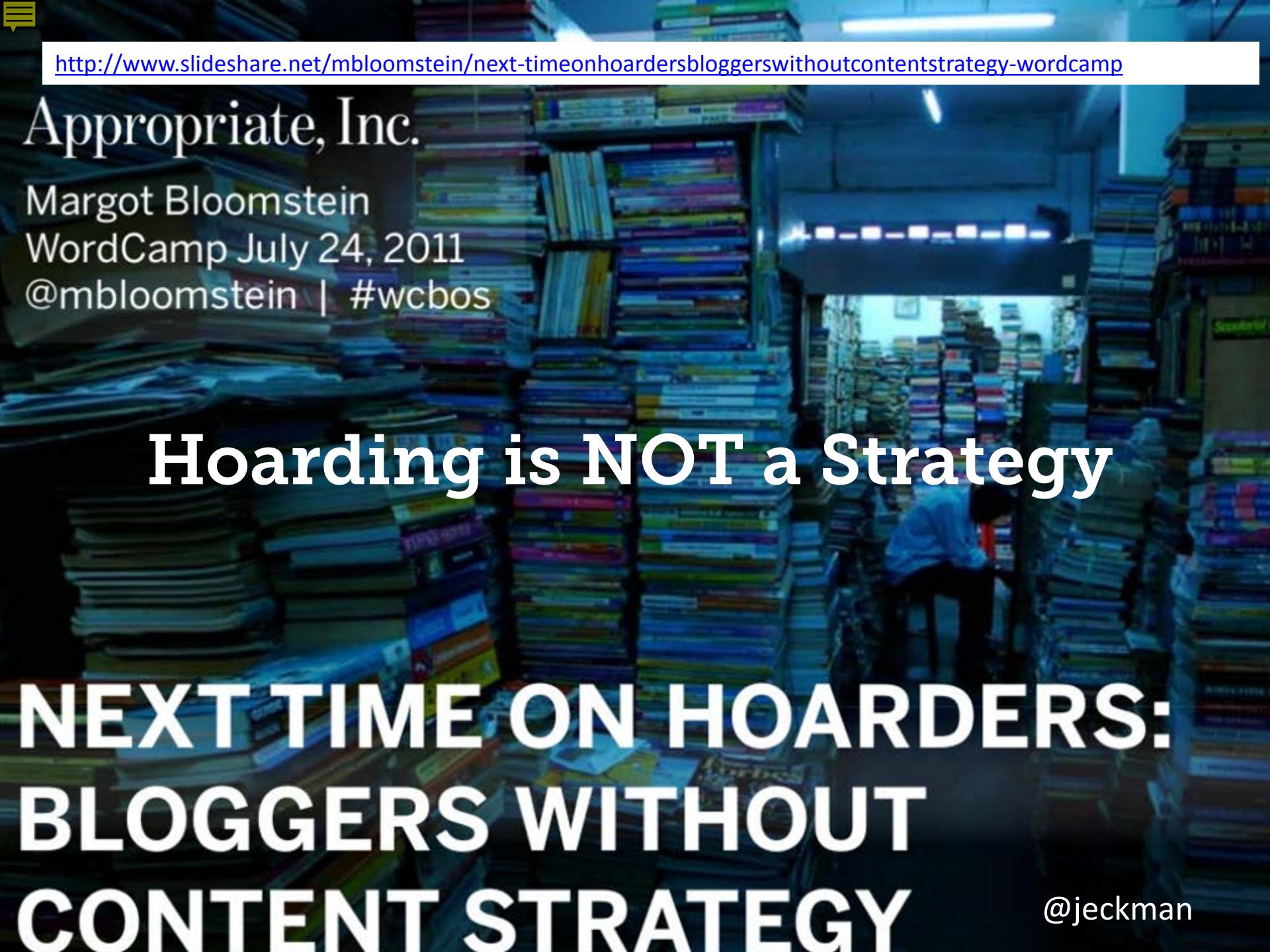
A photograph of a grand, Gothic-style library. The left side features tall, dark wood bookshelves filled with books. The right side shows rows of wooden tables where people are sitting and studying. The ceiling is high with intricate wooden beams and hanging decorative lights. Large arched windows on the right let in natural light.

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

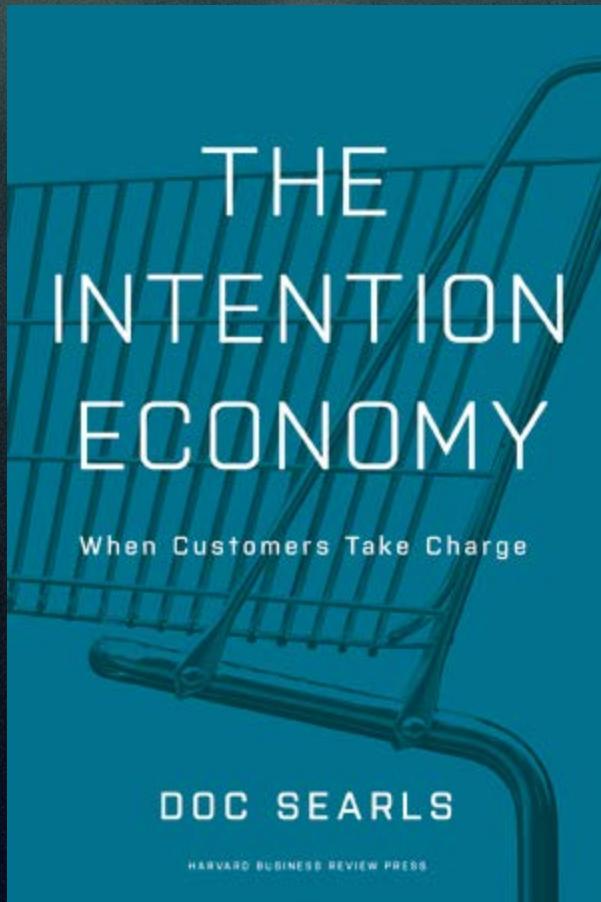
Layout Flexibility

- 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



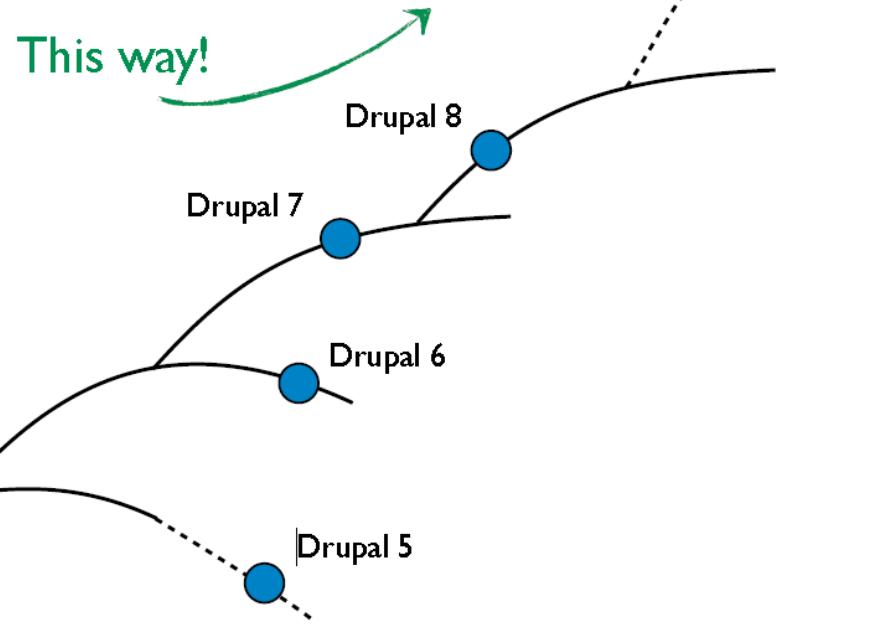
“When I first talked with Doc about user-driven instead of user-centric, Jim Carrey’s The Truman Show immediately sprang to mind: from birth, Truman is the protagonist in a huge reality show revolving around him... only he doesn’t know it. . . . Clearly the Truman Show is Truman-centric... but it is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



Moving Forward

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



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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

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