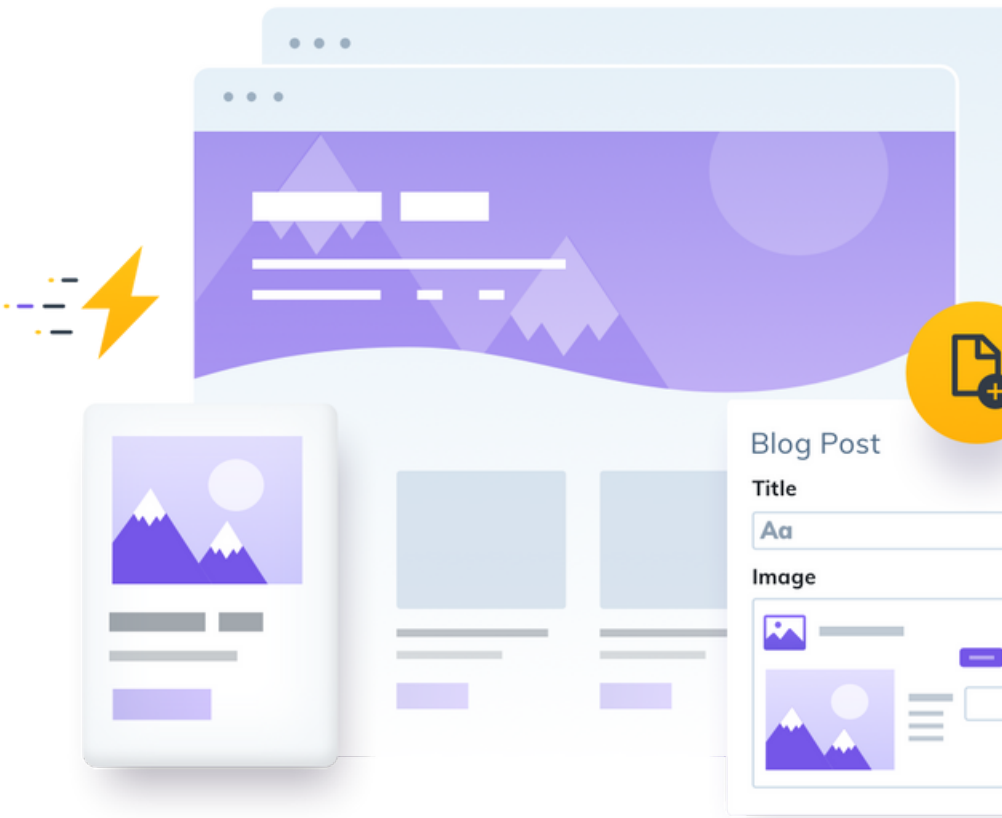


How to Design A Content-First Strategy

agility

Guide

Content is king.

Audiences need useful, accessible content across multiple channels, and companies need to be able to supply that content both efficiently and effectively.

Here's where the content-first approach can really help companies deliver the right content, in the right place, at the right time.
But what exactly do we mean when we talk about 'content-first?
In this article, we will break down what content-first is, what it's not, and why you should start working content-first in your organization or with your clients.

What Is Content-First?

Content-first means considering content early on in your projects. This strategy prioritizes content creation and delivery to reduce project rollout delays in the content-creation process.

It's no secret that content creation is often a touchy subject due to the number of people involved in the process. From developers to marketing specialists to CXOs, everyone has a say in the content, and while it's essential to pay attention to everyone, this often causes delays.

Using content as your primary driver helps companies to think from a design perspective, enabling them to craft content that can really make a difference for your stakeholders.

How Agility CMS helps customers adopt a Content First Methodology

In a nutshell, here is what it means to be a Content First CMS:

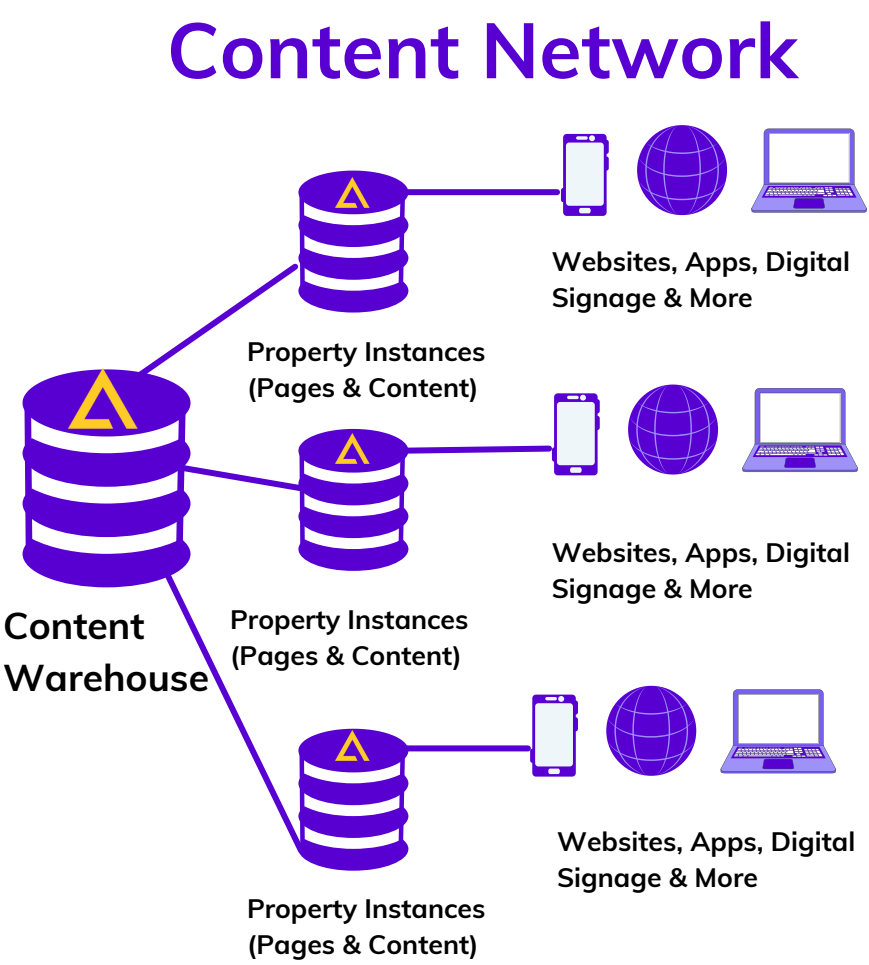
- This means Website or App front-ends can be rewritten easily without changing the content in Agility CMS.
- This enables a future where you never have to rebuild your website from scratch ever again.
- By starting off with great Content Architecture, customers can create the right Content Definitions with the kinds of Content Relationships that will stand the test of time.
- Content that serves as a single source of truth can be placed in a Content Warehouse so it can be made available anywhere.
- Content that is designed specifically for a Website, App, Line of Business, or Organizational Segment, can be placed in a Property Instance.

Basic Concepts of a Content-First Strategy

Content Network

Imagine a single source of truth for the content that's most important to you. That's your content network: a digital property that displays your content on multiple sources.
A content network is composed of pages, modules, templates, and all the content meant for that set of outputs. This approach lets you design a system for your content that will work no matter where it will be displayed.

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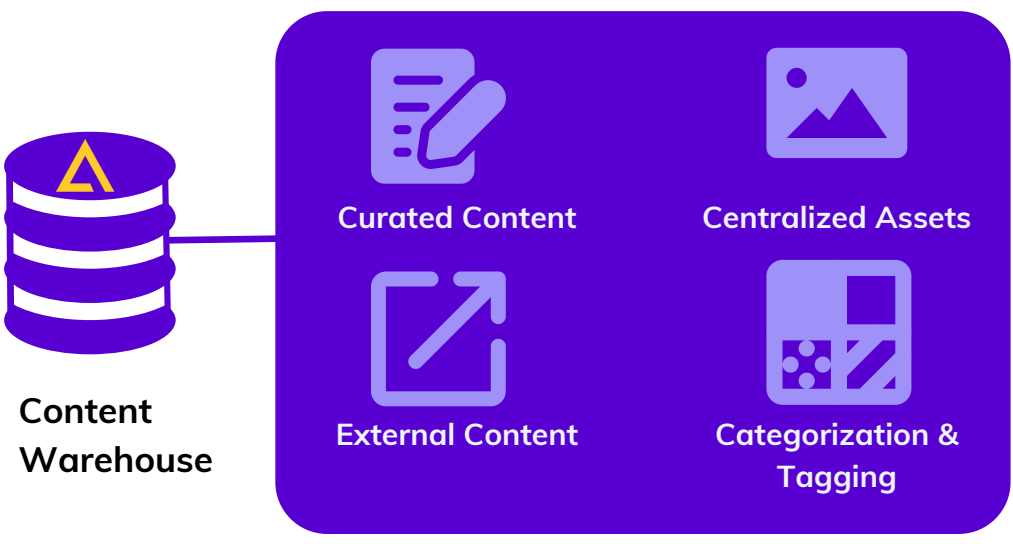


Content Warehouse

A content warehouse allows you to store a set of items, lists, or media that you can share across multiple properties.

Your warehouse is where you store curated data that will need to be shared. One of the main advantages of the content warehouse is that it centralizes assets, and once you update it once, it's updated across devices.

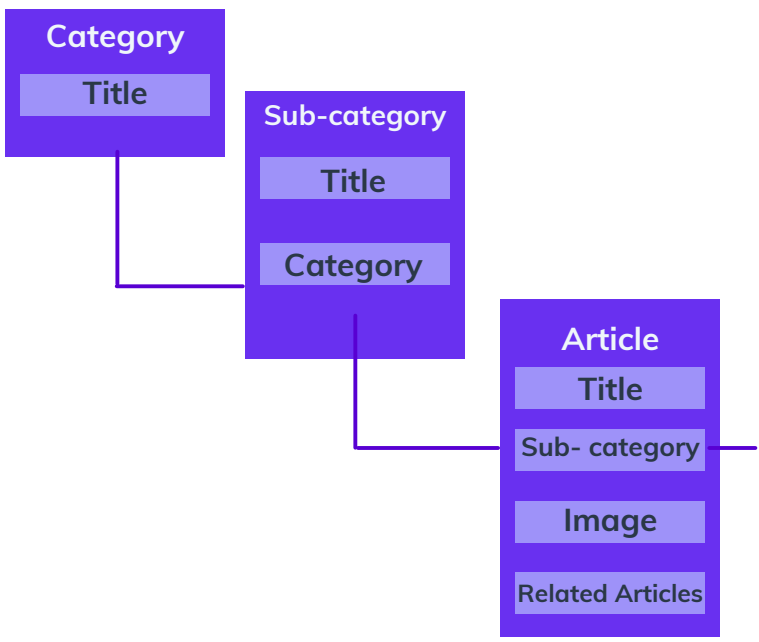
With Agility CMS, you can pull in external content into this warehouse, and run it through an approval process before it gets published and used online, all while maintaining your assets safely stored.



Content Architecture

Content architecture helps you achieve a high level of content consistency. In its purest form, it refers to creating different content types (articles, categories, products) and adding definitions such as basic fields, text, and numbers.

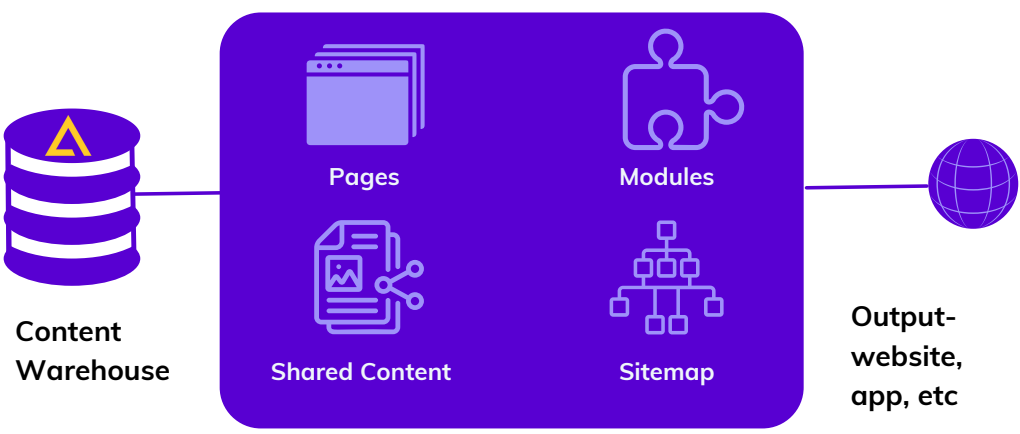
Also, Agility CMS enables you to pull content from external sources such as asset managers and custom API integrations.





Property Instance

Property instances contain content that's directly related to a particular output or set of outputs. Property instances include shared content, pages, modules, and sitemaps.





Devising Your Content-First Strategy

How do you design a system that ensures you'll be able to maintain it from Day 1 and for years to come with increasing ROI?
To start with your content-first strategy, you need three things:

1. Content Architecture
This first piece of your strategy refers to the architecture of your content and the team structures you need to create so you can be productive right from the start.

2. Technology
In this context, technology refers to how well-optimized is your tech stack for each of the channels where you intend to present your content.

3. Support
This part of your strategy is, in a nutshell, how you support the separation of content from presentation.

Content Strategy and Architecture

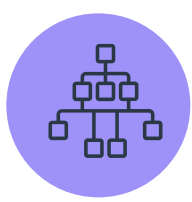
Not only do you have to think of the goals, but also you need to know how you can achieve those goals and design a workflow.
To start devising your plan, ask yourself the following questions:

- Who are the people involved?
- What will the teams look like?
- How will they operate together?
- What's their workflow?

Once you have the strategy, you need to come up with the content architecture. In this case, architecture refers to the infrastructure that supports all of your content. When thinking of architecture is also worth defining the content types and what fields and relationships th



Plan



Architect



Build

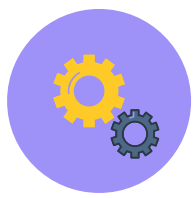
Technology Stack

Your technology stack is the technology that's going to help you succeed, and its central part is your CMS.
A CMS supports the strategy and the architecture by providing you with the tools you need to organize and build your websites and apps.

In terms of which tools your tech stack needs, we can tell you that whatever tool you choose, it needs to be optimized for JAMStack and static site generators. Also, your site needs to be built by trusted partners who can deliver updates and help you develop your content-first strategy.



Content-first CMS



Tooling



Partners

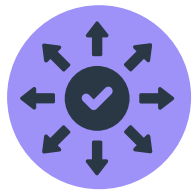
Continuous Support Structure

Once you've built content, you must create a structure that supports it with both developers and marketers in sync to help your website and your business thrive.

Our Content Workflow builds upon your strategy so that you can continuously push new content to multiple channels.



Build



Deploy



Iterate

Implementing a Content-First Strategy Using Agility CMS

One of the ways Agility CMS can help you implement a content-first strategy is by using page management. Agility CMS adopts all the aspects of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Page management enables both editors and developers to build pages faster by creating a page and using a template. You can add modules to that template and fill in all the content in different zones.

Your Marketing and Content Team can have complete control over the Sitemaps and the structure of each Page on that Sitemap.

Each module is simply a content item with a unique name that developers can identify and render using a specific component of code, enabling editors to add, remove, and re-order those modules however they see fit.

Developers can define Page Templates and Module Definitions. This allows them to write code that outputs all the different kinds of Templates and Content that are available to the Marketing Content Team.

It also gives total creative freedom to Designers to create whatever they desire on the front-end.

Page manager enables developers to re-use much more of their code to create granular pieces of functionality. These modules developers create can be used in different areas, but they might look different based on their field properties.

This granularity enables marketers to have control over predefined chunks of functionality in the website, while still maintaining that separation of content and presentation layer.

> “We have been working with Agility for just over two years. The easy-to-use platform provides the flexibility we need to easily create and publish content to all of our websites. Their excellent customer service team and online support library are great resources for our team to learn and grow with the Agility CMS platform.”
>
> ANDREA DI TOMAS
> Graphic Arts Technician at the English Montreal School Board

Cineplex: Ultimate Performance, Scalability and Usability for Movie Theater Giant

"With Agility we can decouple content from code, allowing content editors to work on their updates while we focus on what really matters: making our platform better for our users." - Vinícius Philot, Frontend Web Developer

1.6M
Daily Page Views

90k
App Installs

+15%
Ad Revenue

Cineplex

Cineplex, a leading name in the Film Entertainment and Content, Amusement and Leisure, and Media sectors, accommodates over 70 million guests per year on its digital platforms.

The initial challenges Cineplex faced was a system that didn't allow freedom of design and was extremely limiting in terms of performance, scalability, usability, and multilingual capabilities.

They needed to improve the overall customer experience across various channels and improve conversation rates.

Agility's CMS has allowed Cineplex to increase the scalability of the site and to optimize its hosting resources.

The latest iteration utilizes a new hosting environment across load-balanced servers for optimal site speed and performance.

The site is now handling more traffic with less CPU load than in previous years.



"The platform provides a consistent user experience for our content team to easily make updates to movie/theatre details, content and metadata, news, blogs, contests and more."

- Jeffrey Kent, Former Chief Technology Officer at Cineplex



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Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

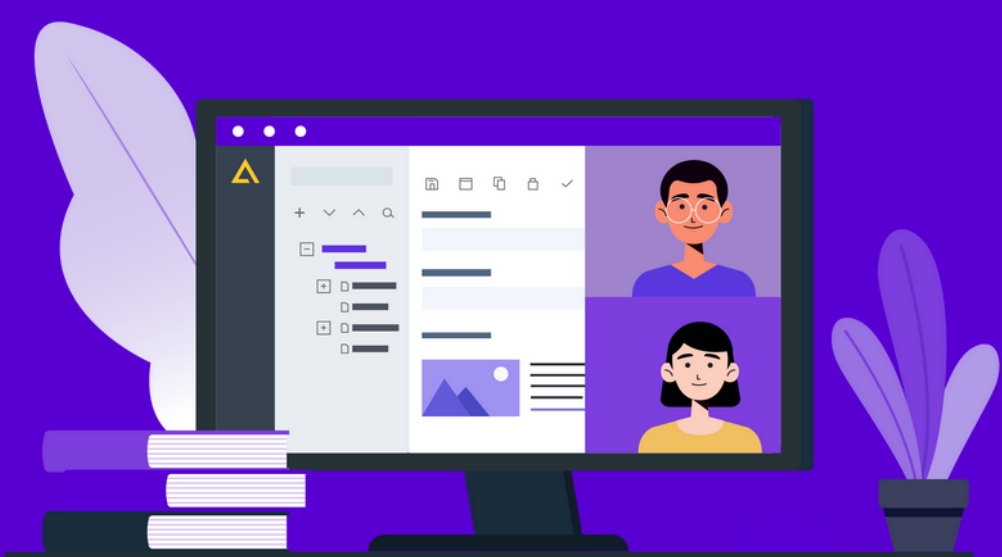
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

Book a Demo >



Agility CMS Differentiators

- *It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.*
- *Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.*
- *With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.*
- *Agility CMS provides enterprise-level security and support, it is SOC2 compliant.*
- *Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.*

Details



License Model: *Agility CMS is a multi-tenant SaaS platform, and hosted on MicrosoftAzure Cloud*



Price: *Starts with FREE Developer Edition. Paid plans have extensive TRIAL.* *Learn more.*



Key Components: *Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,*



Upgrades: *Automatic, monthly platform updates.*

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