



## SITECORE CUSTOMER ENGAGEMENT PLATFORM (CEP) PLANNING

*Engage with your online audience at a deeper level*

### Service Description

The days of relying on your website to wash up new business onto your shores are long gone. But the never-ending sea of online marketing jargon is a bit overwhelming, isn't it? Where do you start? If you have Sitecore CMS powering your website, then you're closer to reaching your online marketing goals than you might think. The Sitecore Customer Engagement platform merges web content management with digital marketing capabilities allowing you to not only efficiently communicate with your audiences across multiple channels, but also personalize those experiences by serving targeted content on those channels. Analytics, personalization and nurturing are just a few of the techniques in the marketing professional's tackle box with the Sitecore Customer Engagement Platform.



Aware will conduct a collaborative workshop to help you determine which aspects of CEP are relevant to your business goals. The outcome of our work together will be a prioritized roadmap and initial estimate for implementation to get you started. Within no time, you'll deliver personalized and targeted content to all your prospects. As your customers learn more about your offerings, you'll learn more about what they want. That means better, more qualified leads so you can net a boatload of new customers.

Your comprehensive Customer Engagement Platform (CEP) Implementation Plan will provide recommendations in the following areas:

- Business objectives
- CMS readiness
- Goals & engagement values
- Engagement analytics
- Campaign management
- Personalization
- A/B split & MV testing
- Personas & profiling
- Engagement automation
- Email campaigning
- Sales enablement with CRM
- Cross channel presence
- Implementation estimates

### Benefits

- Gain efficiencies in cross-channel marketing
- Improve conversion rates
- Tailored site user experience
- Integrate with CRM

### Contact Us

For more information about Aware Sitecore Specialty Services, contact us at [info@awareweb.com](mailto:info@awareweb.com) or visit [www.awareweb.com](http://www.awareweb.com).

### Deliverable



**Customer Engagement Platform (CEP) Implementation Plan**

