

Resources - Content Management System

Overview

Internet delivered communications are an integral component of today's business environment. Whether you are marketing to prospects and customers, editing or publishing articles and books, or supporting internal operations, Access CRM's Content Management System (CMS) has the technology you need to effectively deliver your message.

Access CRM's CMS is a web-based system that enables authors, writers and publishers to keep track of their articles and content and publish them in multiple formats such as web, e-mail, for print. It is the technology backbone driving our newsletter, email, and website solutions.

Access CRM's CMS takes you from the inception of your idea to the trouble-free presentation or delivery of personalized websites, email newsletters, or hard-copy printouts to your target audience. More important, publishing and marketing staff will find the system easy to use, and their personalized messages delivered efficiently and effectively.

Access Levels

There are 3 basic levels of access: Authors, Editors and Publishers. Depending on how you use the system, you will be able to perform different tasks.

Authors

Authors can manage, create, edit, revise or submit their content – articles, stories, reviews, advertising copy, product brochures and more. CMS gives authors the ability to sort, index, edit, revise or start a new article. To facilitate content management, current activity such as submitted articles, drafts, article history is available onscreen. Authors can index their articles, keep article revision histories, and submit their articles to publishers through the system. When entering an article, the author has the opportunity to add or delete new sources. When printing or emailing the article, the author can choose to include the sources to make up a bibliography.

1. Creating an Article

Creating an article with Access CRM CMS is easy for authors. When an author registers on the system an options screen asks the author what he or she would like to do. The only required fields for creating an article are the Article Name, Headline and the Body text. The Author and Created Date fields are automatically displayed. A byline will be generated using the author's First Name, Last Name and Email Address. The author uses the index/sub-index fields to categorize articles for easier sorting/searching later. (See Indexing Section for more information.)

2. Revision History

Writer's Delight keeps a revision history of articles. Every time the article is saved, a new version will be created with a date and time stamp. The author can view previous versions and choose to revert to a previous version or delete previous versions.

3. Indexing

A key feature of CMS is the ability to index your articles. When creating an article the author supplies a main index(es) for the article and can also add a sub-index(es) to the article. For example if the article is about an African Safari, the index might be "Safari". The sub-indexes could then include all the animals featured such as "Lion", "Ape", "Elephant", and "Africa". The indexes created help the author search for articles later.

4. Searching/Sorting

An author can search for an article either by index/sub-index or by a keyword search of the article content. Search results are displayed in order of relevance. If the search term matches an index/sub-index it will be listed first, followed by articles where the search term is in the content of the article. Articles can also be sorted by status – open, completed, published – or by the publishers the article has been sent to.

5. Publishing History

Unless an article is published to an Access CRM site, the author must manually add the publishing history for the article. This would include the publication name along with the publish date. Any number of publications/dates can be added to the publishing history.

6. Printing/Emailing Article

An article can be printed or emailed for review or submission. The author can select which pieces of the article to send. For example, the author can print just the article content, or print the sources and administrative data (e.g. version number, biography) along with the article content. Additionally, the author can choose to print the publishing history along with the article.

Editors

Editors have access to a special interface that determines if, when and how each document will be published. If the document is being forwarded from CMS, the document's status is logged – accepted, rejected, being revised or published. Once a document is published, the system records the date, time and usage information in a publishing history linked to the document.

Editors select a pool of content for each project. Documents and indexes and sub-indexes are cross-referenced to the recipient database which has individual personal preferences appended to each record. Since each document retains selection and placement information, editors can easily set up a unique system of selectors that filter through the pool of content to produce a thoroughly personalized communication. As a result, recipients receive information that they have requested or, based on profile attributes, what each client wants to show them.

Using the selected templates, the editors established the look and feel of each communication by specifying the layout, images and relevant advertising message for each document.

Publishers

Publishers can send content to a publishing database that is identified as usable to multiple publishing templates, such as newsletters, magazines, or publish through a series of templates directly to a CMS hosted site. CMS published sites are updated and maintained instantly by the publisher when the publish button is hit.

The publishing module interacts with marketing databases using advanced segmentation queries to personalize message content according to the recipient's unique profile. At the beginning of the project, we import individual preference profiles and append the data to the record in the recipient database. If direct matches are not found, likely profiles can be established based on demographic data. If no information is available, editors can specify a general default profile for the records in question.

Users can modify their preferences through a web interface, which updates preference settings in the recipient database.

Content Personalization

By cross-referencing content and reader preferences by index and sub-index, we can easily match article content to an appropriate marketing or advertising content. For example, if email newsletter recipient requests a sports section be included, next to that section a sports-related advertisement would appear. If the sports section is further broken down into sub-indexes of individual sports, appropriate advertising content can be appended to each sub-index.

Reporting and Tracking

It is critical for publishers and marketers to know what happens to each email once it reaches the recipient. Access CRM offers real-time reporting, giving publishers and marketers information that is accurate and timely on demand. The publishing module incorporates numerous statistical features to measure and report results on an individual and aggregate level. Action tracking reporting enables users to track recipient activity from email to website.

Clients can effectively plan and manage their communications based on the detailed tracking we offer. The Access CRM reporting systems allows clients to view complete statistical information on mailings and site visits, including reports on previously specified filters, down to individual user profiles. We offer extensive reports on a client's entire account – from mailing list percentage and averages, to action tracking on an individual basis. Specifically, we provide information on undeliverable emails, delayed delivery, open, click through, reply, forward and unsubscribe rates on email or site update, and detailed looks at clients readership from AOL percentage to a precise demographic breakdown.

Access CRM's reporting and tracking system provides aggregate detailed counts on the activity each email generates to help clients analyze the effectiveness of each publication or campaign. We track how many times the email was opened, what links were clicked on inside the email and how often. We store reporting statistics for 90 days after each mailing, unless a client specifies otherwise.