



# POWERING DIGITAL MARKETING WITH SPEED AND REACH

Effective marketing in today's digital age is as much about campaigns as it is about content. Reach is as important as the messaging. Digital needs speed and reach as much as compelling content. Effective digital marketing needs both together, which is not easy. For large global brands, the challenge is pronounced due to a large set of content and campaigns they deal with. All this requires a robust engine that can power marketing efforts.

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As per a study by Greyhound Research, a leading global analyst firm, digital marketing continues to be one of the top three priority areas in digital transformation among business leaders. Within digital marketing, content marketing remains a top strategy with websites and portals being preferred as the hub for all content marketing and lead management efforts. However, 66% respondents highlighted that they struggle with the basic maintenance and administrative overheads of their web infrastructure.

## URGENT REVAMP REQUIRED

An industrial OEM (original equipment manufacturer), an Infosys client, urgently needed to revamp their digital platform to reach a larger audience and drive their marketing initiatives more effectively. Their ongoing legacy application was not optimized for mobile and needed significant improvement on user experience through a better user interface, easier content creation and publishing, workflow management, and consistent access.

Infosys followed a multi-pronged strategy to create a web platform that could act as the marketing engine for the client.

## OPEN SOURCE SOLUTIONS

The Infosys team decided to move the client's website from on-premise hosted environment to Amazon Web Services (AWS), to reduce operating costs via a subscription model. For content management, the team used open source technology - Drupal, PHP, and MySQL. This offered multiple advantages, including ease of website maintenance, reduced operational costs, improved accessibility, and better user experience and performance. Drupal content workflows helped review, approve and publish content instantly, against the previous cycle of one to two days for publishing content updates.

Infosys also plugged in integration to social media platforms such as Facebook as well as marketing automation tools such as Eloqua. The framework also complied with the client's mobile-first user experience (UX) guidelines. The team also created standardized templates for specific page types, allowing the client to create content with higher consistency and lesser effort. The client was able to reuse these templates on a couple of other sites too, thereby saving them significant time and money.

Infosys provided a high-performance web platform, thereby helping the client accomplish rich aesthetics and improved usability of the application, with significantly faster content publishing cycles. The mobile-first approach helped improve the website's reach, considering a lot of the client's customers were agriculturists who accessed the website through mobile devices. The decision to leverage cloud infrastructure, through AWS, enhanced scalability, flexibility, and security, and saved the client almost \$200,000 annually. Additionally, the client saved more than half a million dollars through standardized templates.

# POWERING DIGITAL MARKETING WITH SPEED AND REACH: THE FIVE TAKEAWAYS

- 1 Treat** the digital platform as the hub for marketing campaigns and effort - and not just as a container of all web content - with a robust content platform as the engine
- 2 Consider** hosting the web platform on the cloud, for better scalability, access, performance, and cost-efficiency.
- 3 Create** a fully-functional web platform by integrating critical marketing components, such as social media and marketing automation, for instance.
- 4 Leverage** open-source technologies for better cost efficiency, robustness, and reliability.
- 5 Implement** mobile-first approach to improve reach and enrich user experience.



# BIG LEARNING:

A marketing engine is critical to the overall effectiveness of marketing efforts. Building a high-performance platform requires enterprises to combine expertise from several areas, such as content management, cloud, mobility, and digital marketing. However, a cost-efficient platform with rapid time to market requires smart decision-making, as the client, in this case, realized and leveraged.

**WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.**

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