

DYNAMIC CONTENT

Make your content work for you



PAGES ARE BROKEN UP INTO SMALLER PIECES...

...THOSE PIECES ARE MODELED AND CATEGORIZED...



...AND THEN AUTOMATICALLY CONNECTED TO CREATE PERSONALIZED EXPERIENCES



WHY DO I WANT IT?

- **Decrease the cost of content creation** by repurposing rather than recreating.
- **Increase customer engagement** by personalizing content for their needs.
- **Reduce risk** by creating a single point of update.

HOW DO I CREATE IT?

1. **Inventory** your content
2. **Audit** the inventory to identify building blocks
3. **Create** reusable content components
4. **Model** your content types
5. **Tag** your content
6. **Design** your customer experiences



CONTACT US!

Looking to implement Dynamic Content at your organization?
Need expert guidance?

Contact us today or learn more at www.enterprise-knowledge.com

info@enterprise-knowledge.com

 **ENTERPRISE KNOWLEDGE**