Storyblok

# Headless CMS: The Future of Content Management

When it comes to marketing, standing out is the name of the game. Customers are bombarded daily with more product options than they could ever need. Your brand needs to deliver something unique that's perfectly tailored to your target audience. That's where content marketing comes in.

Content marketing provides you with a direct way to connect with your ideal customers. It provides information that's relevant to both your product and the people you're hoping to sell it to at just the right time.

Content also offers other benefits, including

- Providing an effective strategy that's also cost-efficient
- Building your brand reputation as an expert in the field
- Boosting visibility through Search Engine Optimization (SEO)

This strategy is overwhelmingly recognized as a valuable one: according to one study, 97% of marketers indicated that content marketing is a part of their strategy.
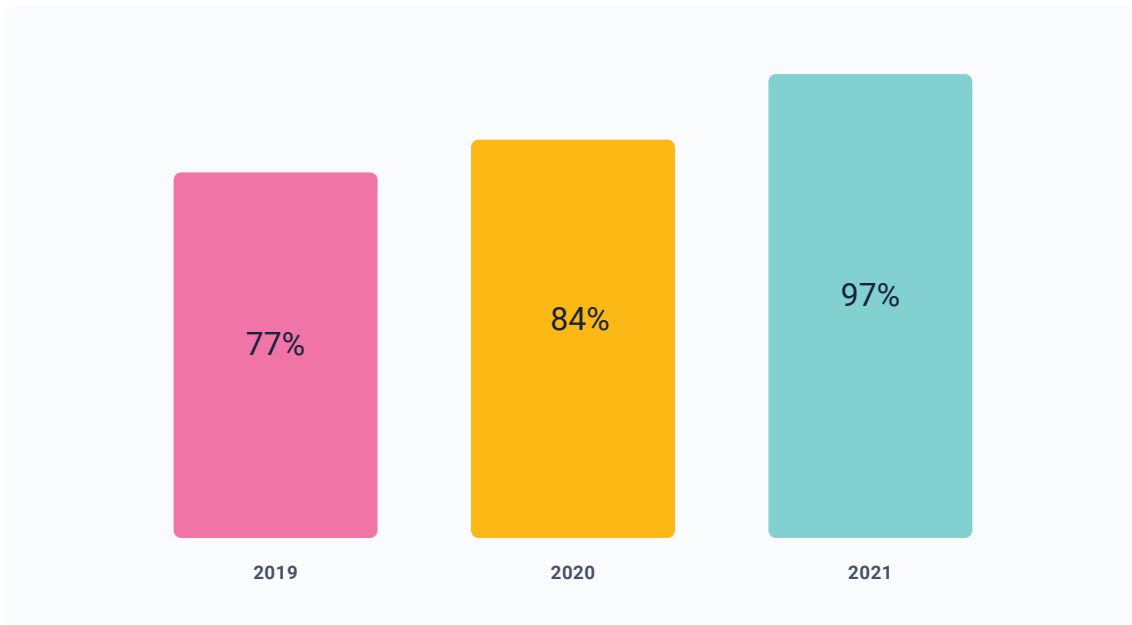
Share of organizations with a content marketing strategy in place worldwide from 2019 to 2021

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What gets in the way of successful content?

Despite how popular and important content marketing is, it doesn't always succeed. However, this isn't necessarily due to a problem with the content itself. Rather, it can be due to **challenges in the digital customer experience that fail to support it**.

Hubspot's State of Marketing report gives more insight into the root of the problem. After surveying 400 digital customer experience executives, the report identified the top "digital customer experience challenges", three of which included:

1. Siloed systems and/or fragmented customer data
2. Limited cross-department alignment/collaboration
3. Outdated/limited technology, operations, or processes

These three elements interfere with a brand's ability to effectively leverage content marketing. Yet another study found that 41% of respondents struggled with poor internal communication and siloing, demonstrating how universal these challenges are.

The cause behind modern content challenges

Fixing issues that interfere with great content starts with understanding its roots. Considering the study's findings, **the main three challenges can be traced back to the use of a monolithic CMS**.

Monolithic CMSs – also known as traditional CMSs – rely on a direct connection between the frontend (where users interact) and the backend (where data and content are entered). They're all-in-one systems that offer simplicity and ease of use. However, this is in exchange for very little in the way of customization or flexibility.

Some popular monolithic CMSs on the market include WordPress, Drupal, and Adobe Experience Manager.
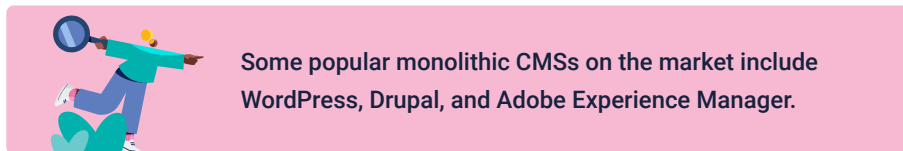
Monolithic CMSs can be a good fit for smaller organizations, but they become a source of problems for larger ones. This is because monolithic CMSs contribute directly to the digital customer experience challenges we covered earlier:

1. **Siloed systems and/or fragmented customer data**. As an all-in-one system with no easy way to connect to other frontends or backends, sharing customer data and content between different channels is difficult. This results in duplicate content, underuse of existing data, and general organizational issues that jeopardize the efficient use of time and resources.

2. **Limited cross-department alignment/collaboration.** Monolithic CMSs don't allow for the easy integration of multiple tools, meaning users are forced to seek out functionality elsewhere through non-connected programs. This lack of centralization leads to unnecessary obstacles to collaboration and breakdowns in communication.

3. **Outdated/limited technology, operations, or processes.** By nature, monolithic CMSs are not designed to be agile: you can't utilize a best-of-breed approach or customize the system as you need it. Adding new programs is difficult and requires a lot of time, effort, and resources. The strict frontend-backend connection also means that any issue during the change could affect the entire system, encouraging users to remain static rather than adapt.

Considering all of these issues, **monolithic CMSs handicap your content before it can even get off the ground**. Users end up investing countless resources to power an outdated, inflexible system. The problem only grows as the organization does: more content in a chaotic system leads to more disorganization.

How can you optimize your content's performance?

With so many issues to tackle, solving these content problems can seem like a daunting task. However, the answer is simple: **you can optimize your content's performance by switching to a headless CMS**.

A headless CMS goes beyond the frontend-backend connection that restricts monolithic CMSs. Instead, you can connect a centralized backend database to a limitless number of frontends through the use of APIs. This gives you more freedom to expand to different channels and access more of your target audience.

> 👌 Marc O'Polo harnessed the power of Storyblok to manage their omnichannel content for 40 countries, building a prototype in just two days.
>
> LEARN MORE ABOUT IT IN **MARC O'POLO'S CASE STUDY**.

The flexibility of APIs also applies to your backend programs. Each one can communicate with the others, but without the rigid connection found in monolithic CMSs, they exist independently. That means you can customize your system by adding or removing any piece of technology without disturbing the rest of the ecosystem. This is also known as the **best-of-breed approach**.

How the structure of a headless CMS supports content creation

1   Gets rid of content siloing

Headless CMS gets rid of the issue of siloed content by providing you with **a single backend database that can serve any frontend or backend program you need**. By operating from this central hub, you can view, change, add, and edit all of your content from one interface. This makes it easier to maintain a holistic, consistent understanding of your site's data.

WHAT THIS MEANS FOR YOUR TEAM

You can publish to more channels with less effort, collect and apply user data more efficiently, produce more personalized content, and improve SEO thanks to a better understanding of your content and its performance.

INTERNATIONALIZATION IS KEY TO PERSONALIZING YOUR CONTENT

Learn how Storyblok helped Mindvalley serve 8 languages while also cutting their development time in half.

2   Supports successful communication

As for poor communication, that same central hub improves it by reducing the number of platforms that team members have to keep track of. All comments and feedback exist in one location, making it less likely that any crucial information gets overlooked. Collaboration is similarly improved: since all edits occur in the same place, every asset is up-to-date for every user. This eliminates the likelihood of unnecessary replications and inconsistent edits.

WHAT THIS MEANS FOR YOUR TEAM

Teamwork is easier for all users and project managers save resources by eliminating inefficiency.

3 Future-proofs your system

Finally, headless CMSs do away with outdated technology. These systems are designed to be agile and ready to adapt. Thanks to the use of APIs, you don't have to settle for an all-in-one where you may not get the functionality you need or have to pay for features that you don't. Instead, **you can incorporate new technologies that will be able to communicate with the rest of your system whenever you need to**. This means making future-forward changes is always fast and easy – and doesn't require you to overhaul your entire system.

WHAT THIS MEANS FOR YOUR TEAM

You have the freedom to use whatever content-enabling technology you want at any point in your project, adding resources makes scaling easier, and time-to-market after changes is greatly reduced.

Beyond headless: Storyblok as an agile digital user experience manager

Storyblok embraces the benefits of headless and takes them one step further with intuitive, time-saving features to optimize your site performance. Both content creators and editors are empowered to scale content across any digital channel.

Visual editor

Storyblok provides an intuitive visual editor interface that provides live previews. Since it's easy to use, content editors don't have to rely on developers to make changes - they can do so themselves. This gives them the independence they need to complete their projects and gives developers more time to focus on backend development. With the help of collaboration tools like customizable workflows and in-engine commenting, working together has never been easier.

The visual editor also offers seamless in-engine commenting for all teams, meaning users can communicate directly where they need to. This streamlines the process by eliminating the need for external tools such as Slack or Google Docs. To help you optimize your pipeline even further, Storyblok lets you customize workflows, user roles, and permissions.

Digital Asset Manager

The Digital Asset Manager is a tool that brings the benefits of centralized content management to your images and videos. You can create and manage your entire organization's assets in one place. Storyblok also offers an integrated image editor that enables you to make adjustments such as optimizing, cropping, and framing directly into the originals. Changes are applied across your site without any extra effort.

Developer tools and apps

With the App directory, developers can find premade plugins that add to Storyblok's functionality. However, you don't have to stick with just these: if you have needs that the current Apps can't meet, you can create your own custom plugin for limitless extensibility. Developers also have access to in-depth guides, a robust knowledge base, and an active developer community to support their work.

> Storyblok provided developers with an intuitive, easy-to-use system that let them start serving 70 million customers in just two weeks of onboarding.
>
> READ MORE ABOUT IT IN CLARO'S CASE STUDY.

Top-tier security

A headless system's segmented structure means that a security threat in one area will not be able to spread to others. Storyblok builds upon this safe base by maintaining ISO 27001 certification. ISO 27001 is a certification presented by independent reviewers to companies who demonstrate that they properly maintain high safety standards with steps such as regular security code reviews, automated vulnerability testing, and data encryption. Storyblok focuses on security so you can focus on your content.

Storyblok feature overview

Storyblok offers these plus an even wider range of impressive features to support your content creation:

FEATURE	OVERVIEW
Image Service	Make apps and websites faster by Transforming, optimizing, and caching images in a CDN
Internationalization	Create personalized content experience via folder-level internationalization or make content available in multiple languages via field level translation. More Info
Component Library	Find, access, and edit components directly from the visual editor making it easier for teams to collaborate.
Visual Editor	The visual editor enables content teams to create, edit, and fine-tune their work visually as the audience will experience it.
Collaboration Suite	Publish faster with inclusive collaboration workflows that give anyone on the team a simple way to make a suggestion or take action.
Composable Components	A component is a content schema with which developers can define new content types. There are two types of content schemas: Story types and blok types.
APIs	APIs used to manage and delivery content from Storyblok to websites, apps, and other media
Extensions	Add extra functionality to your space
Integrations	Extend your space with custom, third party solutions
Apps	Add extra functionalities to your space through a suite of custom apps available for free on the Storyblok App store
Enterprise Security	Industry leading ISO 270001 certified security and protection.

Try Storyblok today

Ready to optimize your content creation with a next-generation CMS that empowers all teams to create and scale user experiences?

CONTACT US TODAY FOR A FREE DEMO

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