IN THE AGE OF PERSONALIZED CONTENT, **GIFFY** WILL HELP YOU **COMMUNICATE BETTER** WITH AN EASY TO MANAGE **CMS**

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EXECUTIVE SUMMARY

Every year, consumers become savvier, and capturing their attention isn't always easy. That's one of the main reasons why the web is heading toward more personalized content.

There is a better probability of engaging the user when a website runs tests, iterates on pages, and offers different experiences to different users.

Marketers have made it clear that providing customers with personalized experiences is a top priority.

Customers have become accustomed to seeing relevant content and ads on websites. When any customer sees generic or irrelevant content, they get perplexed and confused by a website's motive. This makes potential customers lose interest in the website which further leads to a drop in Search Engine Rankings of the website. Hence it

becomes very expensive for companies to pay for non-personalized content instead of investing in a good CMS that will allow them to create personalized content.

According to Oracle and Ascend2's recent marketing trends analysis, 43 % of marketing firms plan to incorporate personalized content and offers into their strategy this year 2022.

In this article, we are going to discuss what personalized content is and how it affects your business.

The GIFFY Content Management System, or GIFFY CMS, enables users to create, manage, and style dynamic content for their websites. GIFFY CMS allows users to change the look and feel of the site by adding or removing carousel banners, menus, and advertisements. GIFFY provides a simple interface for dynamically updating the website.
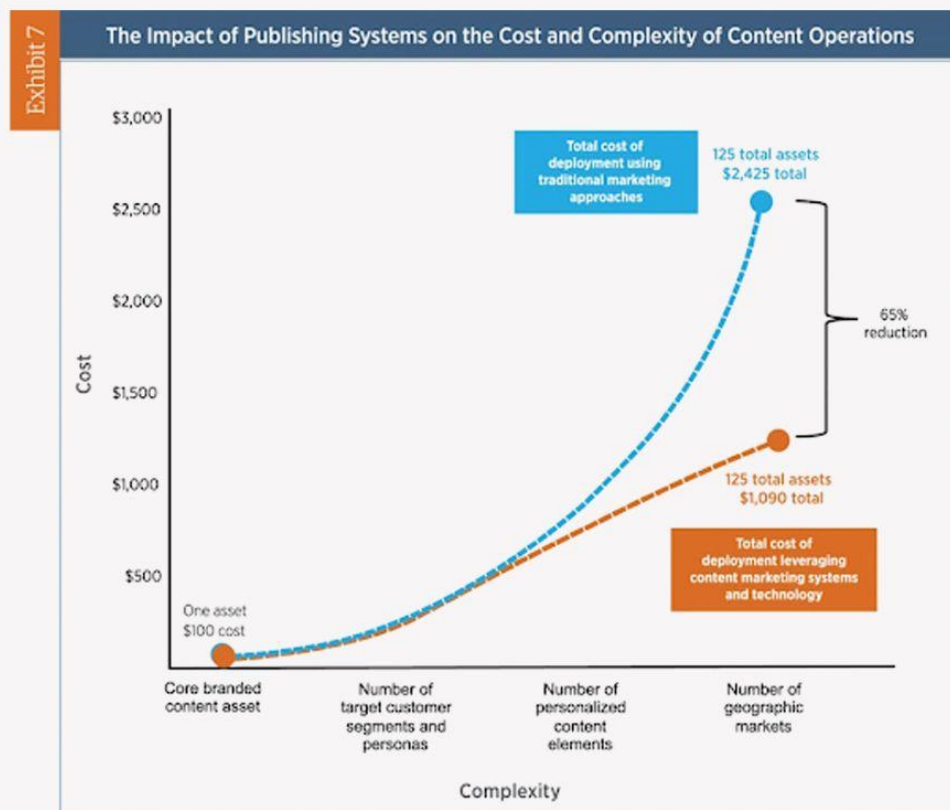
INTRODUCTION

Marketers have clarified that providing individualized experiences to customers is a primary concern. According to a recent study by PWC's Digital Services group, 94 % of senior-level executives believe that delivering personalization is crucial to reaching customers.

When it comes to marketing priorities, personalization is where CMOs are investing. The majority of firms claim that they are now personalizing content in social media, owned web, email, and e-commerce channels, thanks to increased investment in consumer data,

predictive analytics, and marketing cloud technologies.From mobile devices to partner websites to sales enablement, most are trying to provide personalization over the media, marketing, and sales touch points.

Content personalization is when a piece of content is delivered to a visitor based on a set of criteria. GIFFY provides an easy-to-manage CMS that will not only design your websites based on your requirements but will also create personalized content that will attract targeted audiences to your websites.

STATISTICS:

Exhibit 7

The Impact of Publishing Systems on the Cost and Complexity of Content Operations

Total cost of deployment using traditional marketing approaches

125 total assets $2,425 total

65% reduction

125 total assets $1,090 total

Total cost of deployment leveraging content marketing systems and technology

One asset $100 cost

Cost

$3,000
$2,500
$2,000
$1,500
$1,000
$500

Core branded content asset — Number of target customer segments and personas — Number of personalized content elements — Number of geographic markets

Complexity

Source: Luxus Drafthorse Content Production Benchmarks

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According to the PWC report, there is a lack of budget, and 87 % of executives plan to raise content-related investment next year.

According to Oracle and Ascend2's recent marketing trends analysis, 43 % of marketing firms plan to incorporate personalized content and offers into their strategy this year 2022.

The global Content Management Software (CMS) market was valued at approximately US$35,903 million in 2018 and is expected to generate around US$123,500 million by 2026, according to a 2018-2026 forecast released by Zion Market Research, with a compound annual growth rate (CAGR) of around 16.7% between 2019 and 2026.

WHAT IS A PERSONALIZED CONTENT?

Content personalization is when a piece of content is delivered to a visitor based on a set of criteria. Since it updates in real-time to provide customized user experiences, personalized content is also known as dynamic content.

Blog posts, case studies, resources, page sections, headlines, images, data, body copy, CTAs, and a variety of other touchpoints are all examples of dynamic content used by digital marketers, content marketers, and growth marketers.

WHAT IS THE NEW STANDARD FOR PERSONALIZED CONTENT?

Custom content is becoming more common, as evidenced by the fact that 78 % of CMOs believe it is the future of marketing.

LESS TIME IS WASTED AS A RESULT OF INCREASED EFFICIENCY.

Your visitors can sort themselves into categories

by receiving personalized content, flows, and CTAs. This facilitates and expedites follow-up. It's much easier to provide consumers with services that they want to buy once they give you that information.

Personalization of content can also be used to weed out less valuable leads.

Alternatively, as in the case of Visitor A in the Amazon example, you can direct them to self-service and passive areas of your site.

Each visitor has a better experience with content personalization because they see what is relevant to them more quickly and can easily determine if a product is a good fit. When people can quickly find what they're looking for, your productivity skyrockets.
Personalization lowers acquisition costs by up to 50%, increases revenue by 5-15 %, and improves marketing spend efficiency by 10-30 %.

CONSUMERS HAVE GROWN ACCUSTOMED TO IT.

Consumers will expect relevant content from your brand once they've become accustomed to receiving it in ads and on websites. It's like looking at an old design when you see generic or irrelevant content. It's startling, and people find it strange.

Non-personalized content can be very costly.

When the content on a website does not speak to their specific interests, 66% of customers will not buy from it.

INCREASES THE LIKELIHOOD OF TAKING ACTION BY INCREASING TIME ON-SITE.

Your site becomes sticky when relevant content is served up quickly and consistently. If a user reads an article and is then directed to another piece that looks interesting, there's a better chance they'll stick around to read more of your content. They might come back to your site if they need your subject matter expertise again.If they believe the content speaks directly to them, the chances of

them making a purchase increase dramatically.

Personalized content from brands increases the purchase intent, according to 78 % of US internet users. Even more impressive is the fact that 79 % of consumers say they will only engage with an offer if it is personalized to reflect previous interactions with the brand.

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HOW DO YOU BEGIN CUSTOMIZING CONTENT?

Knowing your audience, configuring individualized sites, and iterating are the three key factors to consider if you want the benefits of personalized content and want to create your personalized content.

RECOGNIZE YOUR TARGET MARKET.

53 % of sites do not personalize their content. One must embrace data as the key to the future if one wants to get into the upper echelon of personalized marketing.

When it comes to tracking and analyzing your audience, these are the elements you should concentrate on. Each piece of data provides you with a valuable data point that you can use to tailor your visitors' experience.

When it is about tracking and analyzing the audience, these are the elements one should concentrate on. The data provides a valuable data point that one can use to tailor visitors' experiences.

TECHNOLOGY: You'll want to know what browser they're using, what device they're using, and if they've visited on multiple devices.

DEMOGRAPHICS: The finer the granularity, the better. You should keep track of the user's location, occupation, industry, marital status, whether or not they have children, whether or not they own a home, and how much money they make. If you don't collect this information directly, you can get it from data providers.

PSYCHOGRAPHICS: This refers to the interests and preferences of the users. You can connect with even the most niche audiences by targeting users based on psychographics.

USER BEHAVIOR: Knowing what channel your user was acquired through, when they visited the site, how many times they visited the site previously, and whether they have purchased an item before is extremely useful.

CREATE A TEST

You can create personalized marketing funnels based on broad categories once you know who your visitors are. Find something on your site's generic version that you can change so that different users see different versions.

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ITERATE

The key is to think of yourself as a tester. Continue to gather data and iterate. You'll eventually reach a significant result among your segments,

and conversion rates will rise as a result.

This is where GIFFY comes to the rescue among small and big brand owners

GIFFY WILL HELP YOU COMMUNICATE BETTER WITH AN EASY-TO-MANAGE CMS:

GIFFY CMS or GIFFY Content Management System allows users to create, manage and stylize dynamic content for their websites. Users can change the look and feel by inserting or removing carousel banners, menus and advertisements using GIFFY CMS. GIFFY provides an easy interface to maintain the website dynamically. It has the following features.

▶ Site Settings

▶ Register Articles

▶ Topic Settings

▶ Home-Page

▶ Banner Settings

▶ Manage Gallery

▶ Add Products

▶ Manage JS Uploader

▶ Manage CSS Uploader

▶ Manage Image Uploader

Let us look at them one by one.

SITE SETTINGS:

Users can change the look and feel of the website using the Site Setup. The website name, its domain name, its color combinations, and linking Facebook, Twitter or LinkedIn to the site to give the site a professional outlook. Site Setup also assists you in building a structure for your website and helps control the visibility of certain aspects of the website.

Site Settings

[-] Site Setup

Site Title:	Scrabbl : News	IT	Culture	Entertainment	Trends	Domain Name:	scrabbl.com
Site Tag:	test		
Site Description:	test		
Welcome File:	cms		
Date:	14/1/2022		

REGISTER ARTICLES:

Blogs and Articles enhance the traffic to a website. Hence Register Articles are used to post blogs and articles on websites that encourage Search Engine rankings, build icredibility, and ncrease website traffic. Register Articles is where the actual body of the blog or article is written without getting concerned about codes.

Article Manager

Save   Preview

Title:	Test- A Labrador's Temperament
Summary:	This article is about Labrador's temperaments and how to control them.
Article Meta Description:	labrador temperament breed dogs
Story:	File ▾ Edit ▾ Insert ▾ View ▾ Format ▾ Tools ▾

At least one Lab has appeared in nearly every obedience class I've ever taught. This isn't because the breed has a lot of behavioral issues – it doesn't – but rather because it's the most popular breed in the country.
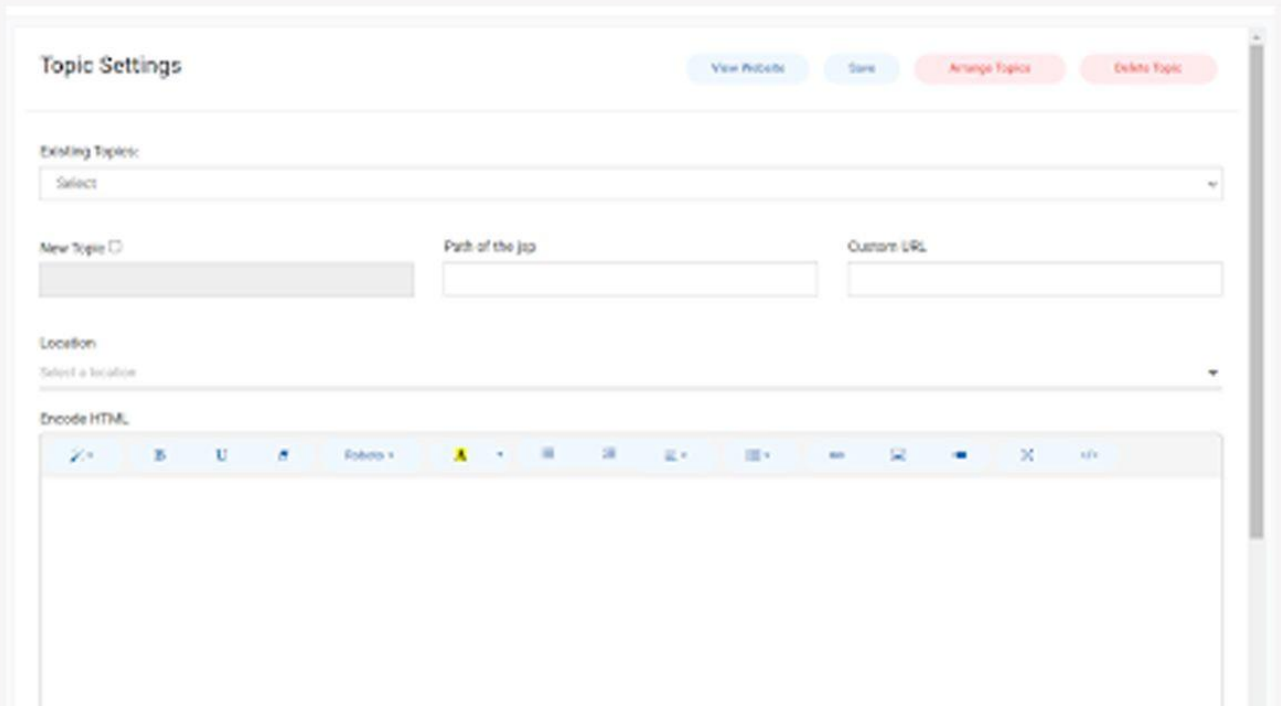
And with good reason. When given enough vigorous exercise, the Labrador Retriever makes an excellent family dog (including daily fetching games, and swimming if possible).

Show all   ✕

TOPIC SETTINGS:

Topics are links to visit a webpage. It determines if the topic shall be a sub-menu i.e. a part of the main menu or be a primary menu itself.

For example, under News, we can enter sub-menus as Sports, Bollywood, Weather, etc. However, News itself is a primary menu.

HOME PAGE:

The main web page of a website is called the home page (or homepage).
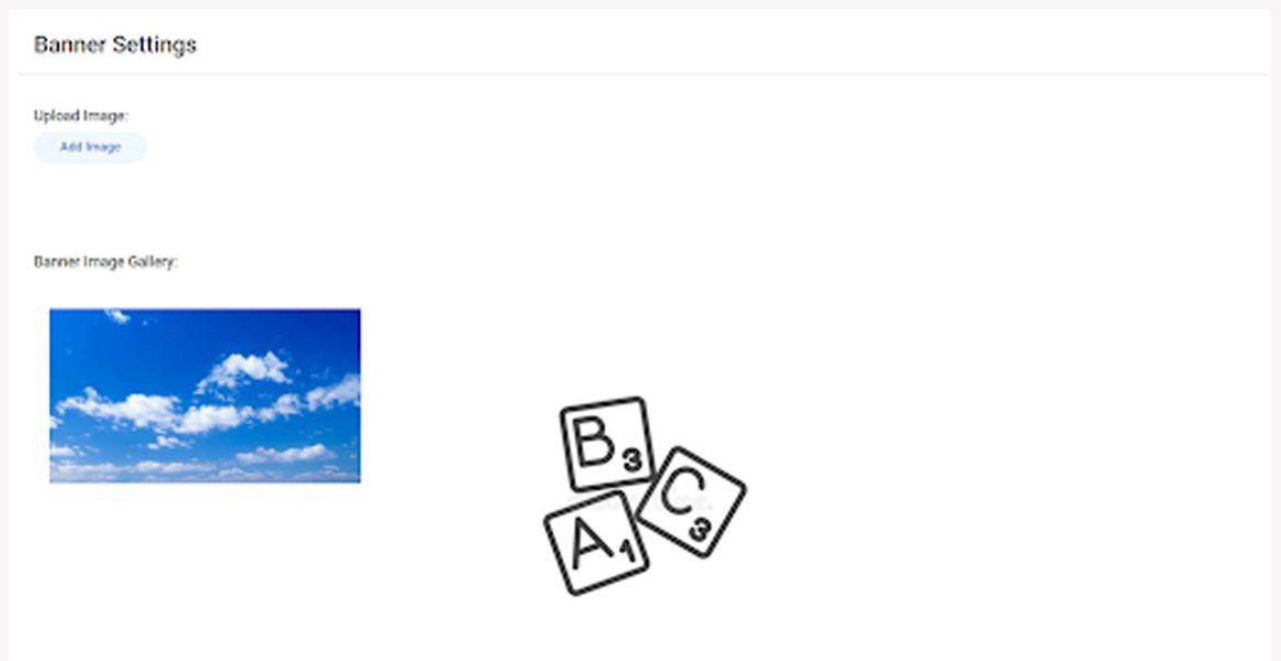When an application starts up, one or more pages are always displayed in the web browser.

It's also known as the start page or startup page in this case. The home page gives an impression to the audience who visits the website. A good home page retains the audience to the website.

Customized Landing Page

Select a location

| ✎ | B | U | ✐ | Roboto ▾ | A ▾ | ☰ | ☰ | ☰▾ | 🖼▾ | ∞ | 🖼 | 📷 | ✕ | </> |

hello giffy

Welcome to Infiflex Technologies Pvt. Ltd.
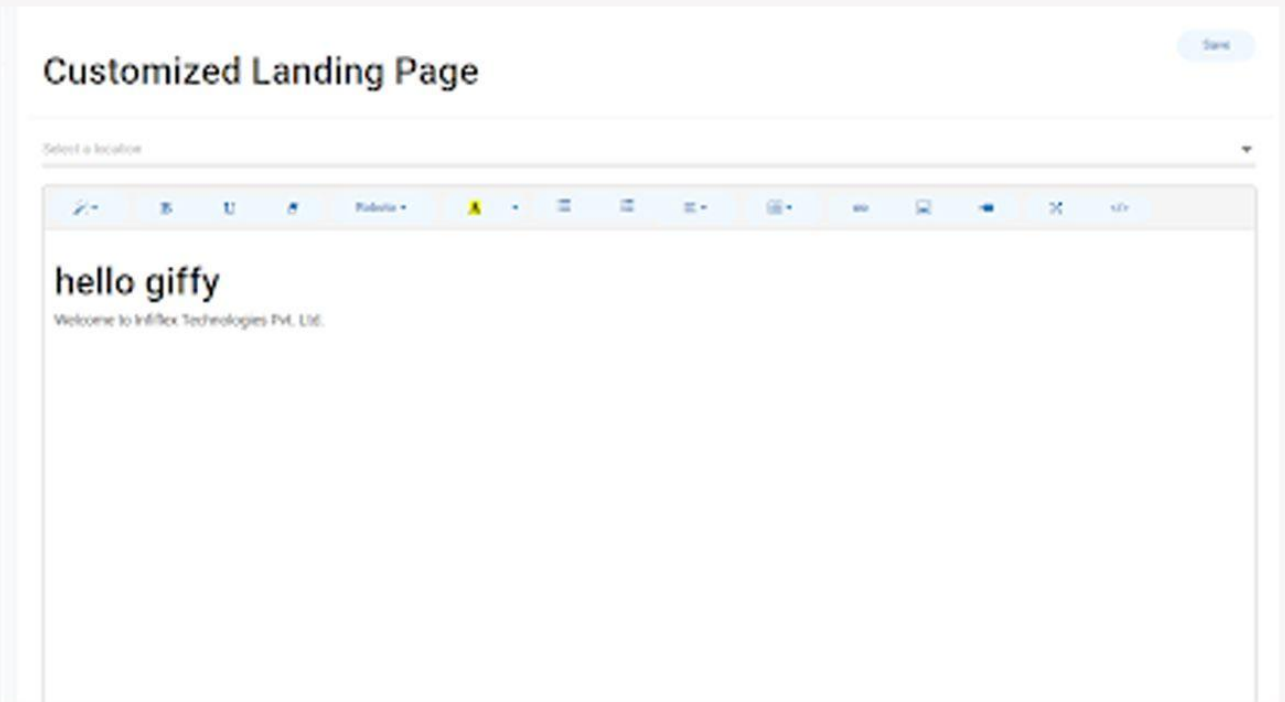
BANNER SETTINGS:

A web banner talks about the company at a glimpse, the products, and the services sold by the company. A unique banner attracts customers to the websites. In banner settings, you can add images if you want static and carousel banners.

Banner Settings

Upload Image:

Add Image

Banner Image Gallery:

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MANAGE GALLERY:

A website can attract a larger audience with pictures of accomplishments, employees, events, and products.

A gallery full of pictures can hook a user to a website. This is done using Manage Gallery.

ADD PRODUCT:

A website also showcases what products and services the company sells, this segment focuses on product details such as productname, price, description, and current discounts available for the products.

MANAGE JS UPLOADER:

From this uploader, we can just upload the JS files in the Google Cloud Storage. We can then use the link generated after uploading in the Google Cloud Storage, to upload the JS file in GIFFY.

MANAGE CSS UPLOADER:

From this uploader, we can just upload the CSS files in the Google Cloud Storage. We can then use the link generated after uploading in the Google Cloud Storage, to upload the CSS file in GIFFY.
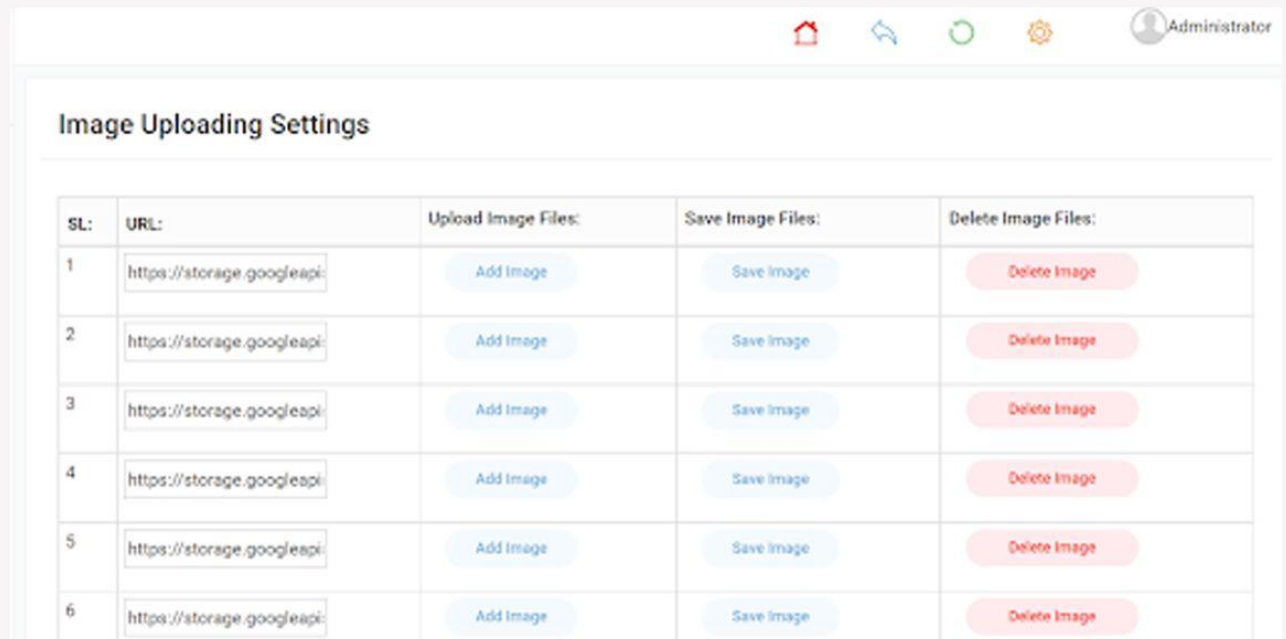
MANAGE IMAGE UPLOADER:

From this uploader, we can just upload the image files in the Google Cloud Storage. We can then use the link generated after uploading in the Google Cloud Storage, to upload the image file in GIFFY.


HOW GIFFY CMS CAN ENHANCE YOUR BUSINESS:

GIFFY CMS or GIFFY Content Management System allows users to create websites and also manage and stylize dynamic content for their websites. Users can change the look and feel by inserting or removing carousel banners,menus and advertisements using GIFFY CMS. GIFFY provides an easy interface to maintain the website dynamically. CMS also helps you to add and display any product details that the company sells.

DO SMALL BUSINESSES HAVE WEBSITES?

No 18%

No, but plan to 22%

Yes 60%
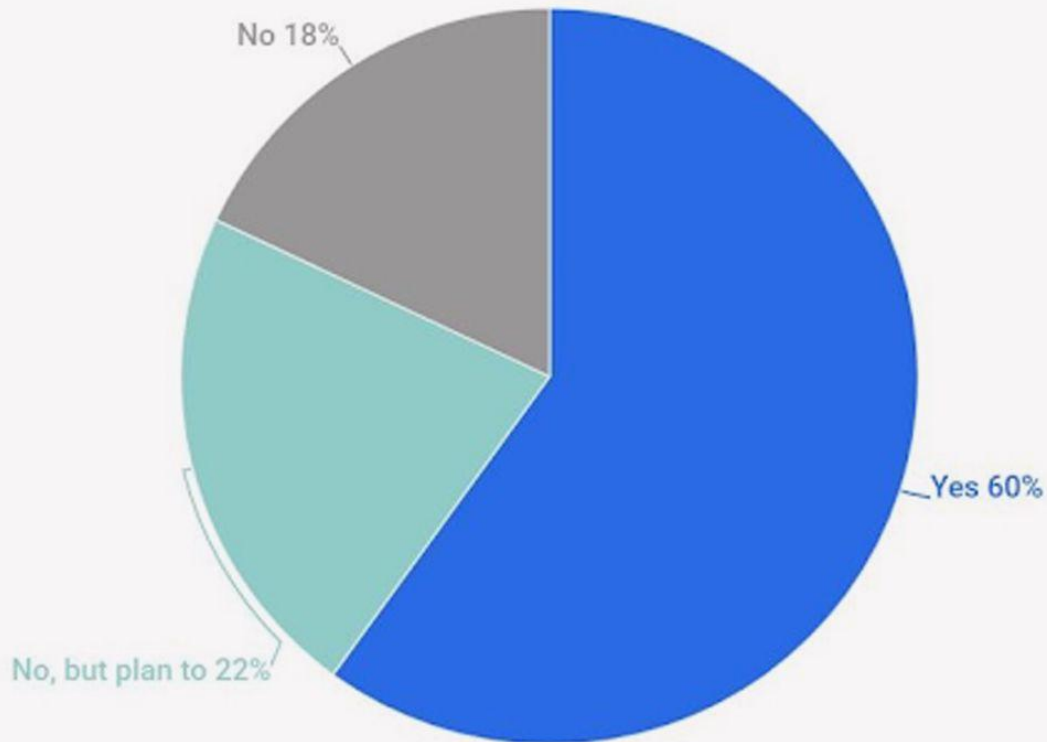
Small businesses must go online to stay competitive as more Americans access the internet to search for product websites. According to the research, the number of small businesses with websites is as follows:

▶ Websites are designed using CMS. Small businesses have their website in 71% of cases.
▶ As of 2019, 51% of small businesses in the US have a website. (Blue Corona, 2019)
▶ In 2020, 29% of small businesses stated they are planning to start using a website. (Small Business Trends, 2020)

▶ While 92% of small business owners believe that having a website is the most effective digital marketing strategy, 11% of owners who don't have a website do not see the value of having one. (Fundera, 2021)
▶ Before making a purchase, 81 % of shoppers research a company online, with 55 % looking for online reviews and 47 % looking for the company's website.
▶ Starting a website for small businesses costs between $2,000 and $10,000 on average.
▶ Approximately 85% of consumers use the internet and websites to find and discover SMEs

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Hence GIFFY provides a CMS that will allow users to create and manage their dynamic websites. It will also help to create dynamic content for your website and boosts Search Engine rankings. CMS also allows you to enter and show product information for any products the firm sells.

CONCLUSION:

GIFFY is a Rapid Application Development framework that provides a platform for you to develop as many applications as possible using minimal coding (low code) which promotes growth in small businesses. It has 200+ developers working around the clock to assist with your company's demands, supporting and pushing the Small Businesses to reach new heights of growth and development in all 5 stages.

GIFFY has a robust content management system (CMS) that allows users to create and manage dynamic websites. It will also assist you in developing dynamic personalized content for your website, which will improve your SEO rankings and help you reach the target audience. You can also use CMS to enter and display product information for any products your company sells.

Hence in the age of personalized content, GIFFY provides an easy-to-manage CMS which will help you communicate better with your target audience.

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