

crm vs marketing automation

crm vs marketing automation is a critical comparison for businesses aiming to optimize their customer relationship strategies and drive growth. Both Customer Relationship Management (CRM) and marketing automation systems play vital roles in managing customer interactions and automating marketing tasks, yet they serve distinct purposes. Understanding the differences, benefits, and integration possibilities of crm vs marketing automation can empower organizations to enhance sales processes, improve customer engagement, and increase marketing efficiency. This article delves into the functionalities, use cases, advantages, and challenges of each system. It also explores how crm and marketing automation complement each other in a modern business environment. The following sections provide a structured overview to help businesses make informed decisions regarding crm vs marketing automation.

- Understanding CRM
- Overview of Marketing Automation
- Key Differences Between CRM and Marketing Automation
- Benefits of CRM and Marketing Automation
- Integration of CRM and Marketing Automation
- Choosing Between CRM and Marketing Automation

Understanding CRM

Customer Relationship Management (CRM) systems are designed to manage a company's interactions with current and potential customers. The primary function of a CRM is to organize, automate, and synchronize sales, customer service, and technical support processes. CRM platforms store detailed customer information, track communication history, and manage sales pipelines to facilitate personalized customer engagement and improve client retention.

Core Features of CRM

CRM systems typically offer a range of functionalities that support customer relationship management. These features include contact management, sales tracking, lead management, and reporting. Contact management enables businesses to maintain detailed profiles of customers and prospects. Sales tracking allows monitoring of sales opportunities, forecasts, and performance metrics. Lead management helps prioritize and nurture potential customers

through the sales funnel.

CRM in Sales and Customer Service

CRM plays a crucial role in sales by streamlining the sales process and providing insights into customer behavior. Sales teams can use CRM data to tailor their outreach and close deals more effectively. Additionally, CRM supports customer service teams by providing a comprehensive view of customer interactions, enabling faster issue resolution and improved satisfaction.

Overview of Marketing Automation

Marketing automation refers to software platforms and technologies that enable businesses to automate repetitive marketing tasks. This includes email marketing, social media campaigns, lead nurturing, and customer segmentation. Marketing automation aims to enhance marketing efficiency, deliver targeted content, and generate qualified leads through personalized communication at scale.

Key Functionalities of Marketing Automation

Marketing automation tools provide capabilities such as campaign management, lead scoring, behavioral tracking, and analytics. Campaign management allows marketers to design and execute multi-channel marketing campaigns. Lead scoring assigns values to prospects based on their engagement level, helping prioritize follow-up efforts. Behavioral tracking monitors user actions on websites, emails, and other channels to optimize marketing strategies.

Role in Lead Generation and Nurturing

Marketing automation is particularly effective in lead generation and nurturing processes. It helps identify potential customers, segment audiences, and deliver personalized messages designed to move leads through the buyer's journey. Automated workflows reduce manual effort and increase the consistency and timeliness of marketing communications.

Key Differences Between CRM and Marketing Automation

While both CRM and marketing automation systems focus on improving customer interactions, their core objectives and functionalities differ significantly. Understanding these distinctions is essential for leveraging each tool effectively.

Primary Focus and Purpose

CRM primarily focuses on managing customer data, sales processes, and customer support activities. It is sales-driven and centered around maintaining long-term customer relationships. Marketing automation centers on automating marketing tasks, creating campaigns, and nurturing leads to increase conversion rates. It is marketing-driven and focused on lead generation and engagement.

User Base and Application

Sales teams, customer service representatives, and account managers are the primary users of CRM systems. These users rely on CRM to manage contacts, track opportunities, and provide customer support. Marketing teams predominantly use marketing automation platforms to execute campaigns, analyze marketing performance, and engage prospects through automated workflows.

Types of Data Managed

CRM systems manage detailed customer profiles, including contact information, purchase history, interaction logs, and support tickets. Marketing automation tools handle behavioral data such as email opens, clicks, website visits, and campaign responses. This behavioral data is crucial for segmenting audiences and personalizing marketing efforts.

Benefits of CRM and Marketing Automation

Both CRM and marketing automation offer unique advantages that contribute to business growth and customer satisfaction. Leveraging these benefits is critical for optimizing sales and marketing strategies.

Benefits of CRM

- **Improved Customer Relationships:** Centralized customer data enables personalized interactions and better service.
- **Enhanced Sales Efficiency:** Sales teams can track leads, forecast sales, and automate routine tasks.
- **Data-Driven Insights:** Reporting tools provide actionable insights into sales performance and customer behavior.
- **Better Collaboration:** Shared information across departments improves communication and teamwork.

Benefits of Marketing Automation

- **Increased Marketing Efficiency:** Automating repetitive tasks saves time and reduces human error.
- **Targeted Campaigns:** Segmentation and personalization enhance campaign effectiveness.
- **Lead Nurturing:** Automated workflows help move leads through the funnel systematically.
- **Measurable Results:** Analytics track campaign performance and ROI accurately.

Integration of CRM and Marketing Automation

Integrating CRM and marketing automation platforms can create a seamless flow of data and processes across sales and marketing functions. This integration enables businesses to unify customer information, streamline workflows, and improve overall customer experience.

Advantages of Integration

Combining CRM vs marketing automation allows marketing teams to pass qualified leads directly to sales, while sales teams can access marketing engagement data to tailor their approach. Integration reduces data silos, eliminates duplicate entries, and enhances reporting capabilities by providing a comprehensive view of customer interactions.

Typical Integration Features

- Automatic syncing of contacts and leads between systems
- Lead scoring and qualification updates in real time
- Shared analytics dashboards combining sales and marketing metrics
- Triggering sales alerts based on marketing behaviors

Choosing Between CRM and Marketing Automation

Deciding whether to prioritize CRM vs marketing automation depends on a company's specific goals, resources, and current processes. Many businesses find that both systems are essential and benefit most from an integrated approach.

Factors to Consider

- **Business Objectives:** Determine whether the focus is on improving sales processes or enhancing marketing campaigns.
- **Current Challenges:** Identify pain points such as disorganized customer data or ineffective lead nurturing.
- **Team Structure:** Assess which departments require more automation and data management.
- **Budget and Resources:** Consider the cost and complexity of implementing one or both systems.

Implementing a Balanced Strategy

For many organizations, the optimal strategy involves adopting both CRM and marketing automation platforms that integrate smoothly. This approach maximizes the strengths of each system while providing a unified experience for customers and internal teams. Careful planning, training, and ongoing evaluation ensure that the chosen solutions align with evolving business needs and deliver measurable value.

Frequently Asked Questions

What is the main difference between CRM and marketing automation?

CRM (Customer Relationship Management) focuses on managing customer interactions and relationships, while marketing automation automates marketing tasks such as email campaigns, lead nurturing, and social media posting.

Can CRM and marketing automation be used together?

Yes, CRM and marketing automation can be integrated to provide a seamless

experience, allowing businesses to automate marketing campaigns while tracking customer interactions and sales progress.

Which tool is better for lead management: CRM or marketing automation?

Marketing automation is better suited for lead generation and nurturing through automated campaigns, while CRM is more effective for managing and tracking leads throughout the sales pipeline.

Does marketing automation replace CRM systems?

No, marketing automation complements CRM systems but does not replace them. Both serve different purposes and together help optimize marketing and sales efforts.

How does CRM help improve customer retention compared to marketing automation?

CRM helps improve customer retention by providing detailed customer insights and managing ongoing interactions, while marketing automation focuses more on acquiring and nurturing leads through automated marketing activities.

Is marketing automation only useful for large businesses or can small businesses benefit too?

Marketing automation is beneficial for businesses of all sizes. Small businesses can use it to save time and personalize marketing efforts, while large businesses can manage high volumes of leads and campaigns efficiently.

What features are unique to CRM that marketing automation platforms typically don't have?

CRM platforms typically include features like sales pipeline management, customer service tracking, and detailed contact management, which are not usually present in marketing automation tools.

How does marketing automation contribute to lead scoring compared to CRM?

Marketing automation platforms often have built-in lead scoring based on user behavior and engagement, which helps prioritize leads before they are passed to the CRM for sales follow-up.

Can marketing automation platforms track customer

interactions as effectively as CRM?

Marketing automation platforms track marketing-related interactions such as email opens and clicks, but CRMs provide a more comprehensive view including sales calls, customer service, and purchase history.

What should businesses consider when choosing between CRM and marketing automation?

Businesses should consider their primary needs—whether they require better customer relationship management or automated marketing processes—and ideally choose tools that integrate well to cover both areas effectively.

Additional Resources

1. CRM vs Marketing Automation: Understanding the Differences

This book provides a comprehensive comparison between Customer Relationship Management (CRM) systems and marketing automation tools. It explores their unique features, benefits, and how businesses can leverage each to improve customer engagement and sales. Readers will gain clarity on when to use CRM, when marketing automation is more appropriate, and how to integrate both for maximum impact.

2. Mastering CRM and Marketing Automation Integration

Focused on the synergy between CRM and marketing automation, this book guides readers through the process of integrating these two powerful technologies. It covers practical strategies, best practices, and real-world case studies that demonstrate how combining CRM with marketing automation can streamline workflows and enhance customer journeys.

3. The CRM and Marketing Automation Playbook for Business Growth

Designed for marketers and sales professionals, this playbook offers step-by-step advice on implementing and optimizing CRM and marketing automation systems. It highlights how these tools can work together to increase lead generation, improve customer retention, and boost overall revenue.

4. From CRM to Marketing Automation: Transforming Customer Engagement

This book examines the evolution of customer engagement technologies, tracing the shift from traditional CRM to advanced marketing automation platforms. It emphasizes the importance of adopting marketing automation to complement CRM efforts and create personalized, scalable marketing campaigns.

5. Choosing Between CRM and Marketing Automation: A Strategic Guide

A strategic guide tailored for business leaders and decision-makers, this title helps readers evaluate their organizational needs and select the most suitable technology. It discusses key factors such as budget, team capabilities, and customer lifecycle management to inform the choice between CRM and marketing automation.

6. *Marketing Automation vs CRM: Tools for the Modern Marketer*

This book targets modern marketers looking to understand how to leverage technology effectively. It breaks down the functionalities of marketing automation and CRM tools, comparing their roles in campaign management, customer data analysis, and sales enablement.

7. *Integrating CRM and Marketing Automation for Enhanced ROI*

Focusing on return on investment, this book explores how integrating CRM and marketing automation can lead to better resource utilization and increased profitability. It includes metrics to track success and guidance on aligning marketing and sales teams through technology.

8. *Demystifying CRM and Marketing Automation Technologies*

Ideal for beginners, this book demystifies the jargon and technical aspects of CRM and marketing automation systems. It provides clear explanations, benefits, and challenges associated with each, helping readers build foundational knowledge before adopting these tools.

9. *The Future of CRM and Marketing Automation: Trends and Innovations*

Looking ahead, this book discusses emerging trends and innovations in CRM and marketing automation technologies. It covers AI-driven personalization, predictive analytics, and omnichannel marketing, preparing businesses to stay competitive in a rapidly evolving digital landscape.

Crm Vs Marketing Automation

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crm vs marketing automation: Pega Certified solution Architect (PCSA): 350 Practice

Questions & Detailed Explanations CloudRoar Consulting Services, 2025-08-15 The Pega Certified Solution Architect (PCSA) certification is a highly regarded credential that signifies a professional's expertise in designing and implementing solutions using Pega's powerful software suite. This certification is aimed at individuals who are eager to demonstrate their comprehensive understanding of Pega platform capabilities, architecture best practices, and solution design principles. Achieving this certification confirms that a professional is well-equipped to tackle complex challenges and optimize business processes using Pega's state-of-the-art technology. In today's fast-paced business environment, the Pega Certified Solution Architect credential is more relevant than ever. It is designed for IT professionals, software architects, and solution designers who are keen on advancing their careers in the dynamic field of business process management and customer relationship management. Employers across various industries, from finance to healthcare, are actively seeking Pega-certified professionals to drive digital transformation initiatives. This certification validates a professional's ability to effectively leverage Pega's platform, which is increasingly in demand as companies strive for greater efficiency, agility, and customer satisfaction. Within this comprehensive resource, learners will discover 350 meticulously crafted practice questions that mirror the exam structure and challenge aspirants' understanding of key concepts. These questions are strategically organized to cover all exam domains, ensuring that candidates gain a well-rounded grasp of the material. Each question is accompanied by detailed explanations, enhancing comprehension and reinforcing critical thinking. The scenarios and problem-solving exercises are designed to simulate real-world challenges, equipping learners with the skills needed to confidently apply their knowledge in practical situations, rather than relying solely on memorization. Ultimately, this guide not only prepares candidates to excel in their certification exams but also opens doors to significant career growth and professional recognition. Achieving the PCSA certification can lead to new opportunities, higher earning potential, and a respected position as a solution architect in the tech industry. By investing in this resource, professionals can enhance their practical skills and make a lasting impact in their organizations, ensuring they stay at the forefront of technological innovation and business success.

crm vs marketing automation: Account-Based Marketing For Dummies Sangram Vajre, 2016-04-13 Grow your account list with an effective account-based marketing strategy Buyers have changed the B2B marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts Analyze data to identify key accounts Target your messages for real-time interaction Integrate your campaign with marketing automation software If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, Account-Based Marketing For Dummies has you covered! Account-Based Marketing For Dummies clears away the confusion surrounding this much-hyped topic. It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it. Any business marketing professional will benefit from a look at this book. —David Raab, Founder at Raab Associates If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too. —Megan Heuer, Vice President and Group Director, SiriusDecisions Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key

to maximizing the number of the 'right' auditions for your sales team, and Account-Based Marketing For Dummies explains how. —Joe Chernov, VP of Marketing at InsightSquared Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how. —Scott Brinker, Author of Hacking Marketing Account-based marketing is shifting how businesses use customer insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that delivers real results. —Sean Zinsmeister, Senior Director of Product Marketing, Infer The book may be titled '...for dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike. —Scott Vaughan, CMO, Integrate

crm vs marketing automation: *Digital Marketing Excellence* Dave Chaffey, PR Smith, 2017-03-31 Now in its fifth edition, the hugely popular *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, *Digital Marketing Excellence, Fifth Edition*, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

crm vs marketing automation: *Content Marketing Strategies For Dummies* Stephanie Diamond, 2016-01-26 Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now—especially for strategists looking to cultivate influence among target audience members through content marketing. *Content Marketing Strategies For Dummies* explains how you can use content marketing to gain an edge over your competition, even in the most crowded of marketplaces. This timely text introduces you to the Five C Cycle: Company Focus, Customer Experience, Content Creation, Channel Promotion, and Closed-Loop Analysis. The Five C Cycle drives the creation and documentation of a targeted content marketing strategy, and allows you to approach your content marketing campaign with confidence. By helping you determine your company's focus, uncover your customers' experience with data, develop channel promotions across social platforms, create actionable online content, and use closed-loop analysis to build on previous success, this will become your go-to content marketing guide. Content marketing entails creating and curating content online via blog posts, social media platforms, and more. The goal is to acquire and retain customers by creating content that brings value to their lives, and that encourages them to engage with your brand. This easy-to-understand guide will help you do just that. Analyze customer data to better understand your target audience's journey Leverage social platforms, such as Facebook and Twitter, to develop channel promotions Create and curate intelligent, engaging

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crm vs marketing automation: *Evergreen Sales* Ethan Evans, AI, 2025-03-03 Evergreen Sales offers a strategic blueprint for building sustainable sales systems that generate consistent revenue, moving beyond the unpredictable cycle of campaign-driven sales. It focuses on creating automated sales funnels, crafting timeless marketing messages, and establishing reliable revenue streams that withstand market fluctuations. A key insight is mastering lead generation so that you can nurture prospects into loyal customers through email marketing automation and CRM, ensuring long-term value creation instead of chasing fleeting gains. The book emphasizes the shift from reactive to proactive sales strategies, enabling businesses to focus on innovation and long-term goals. It begins by contrasting evergreen sales with traditional approaches, then delves into building automated funnels and crafting marketing messages that resonate with core human needs. Case studies and data-driven insights support the arguments, drawing from behavioral economics and marketing psychology to provide a well-rounded approach. What sets this book apart is its emphasis on building revenue streams independent of constant intervention. It argues true business sustainability lies in developing systems that operate autonomously. The book progresses by introducing core concepts, then systematically exploring automated sales funnels, timeless marketing, and consistent revenue generation, culminating in a framework for continuous improvement.

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website personalization and AI marketing. Once you've learned the fundamentals of digital marketing, you'll see how to apply them to your Drupal website or online store. In addition, you'll discover how Drupal can help you better manage your tasks and automate some of them. The book will help you discover the free modules available, how to use them, and how to integrate Drupal with external marketing-related platforms and services. By the end of this Drupal digital marketing book, you'll be able to build and deploy a complete digital marketing platform on top of Drupal to reach a greater audience and achieve online success. What you will learn

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- Discover how to increase the traffic to your Drupal website
- Develop and implement an e-commerce marketing strategy for your Drupal Commerce store
- Manage your daily marketing activities using Drupal
- Get started with customizing your consumers' digital experience
- Find out what's next for Drupal and digital marketing

Who this book is for This book is for Drupal site builders, digital marketers managing Drupal websites marketing and communication, digital or Drupal agency owners, marketing consultants, and anyone managing a Drupal website or e-commerce store. Basic knowledge of Drupal architecture and marketing concepts and related techniques is necessary.

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crm vs marketing automation: New World Technologies Errol S. van Engelen, 2019-01-29 In today's high-pressured world, digital transformation is everywhere on the agendas of corporate boards and has risen to the top of CEOs' strategic plans. Artificial intelligence, blockchain, 3D printing, the Internet of Things, and drones are some of the emerging technologies that are already transforming our world. In this fast changing domain— predicted by few and now reality for all how can companies transform today's challenges into tomorrow's opportunities? This book is targeted to help a broad audience such as students, professionals, business, and technology managers to transform an old-world brick and mortar organization to a new-world digital leader. The author addresses various questions including: what essential components does digital transformation include, and how does it impact the enterprise? How does convergence of emerging technologies benefit your organization? How can you start transformation and technology planning projects?

crm vs marketing automation: Harnessing AI for Business Development and Sales Rick Spair, In an era defined by rapid technological advancements, businesses are increasingly turning to Artificial Intelligence (AI) to drive growth, innovation, and competitive advantage. From automating routine tasks to providing deep insights into customer behavior, AI has the potential to transform every aspect of business development and sales. However, the journey to integrating AI effectively into business processes is fraught with challenges, requiring a comprehensive understanding of AI technologies, strategic planning, and a commitment to ethical practices. This book, *Harnessing AI for Business Development and Sales*, is a comprehensive guide designed to help businesses navigate

the complexities of AI adoption. It explores the transformative potential of AI, providing insights into how businesses can leverage AI to enhance their operations, engage customers more effectively, and drive sustainable growth. Each chapter delves into critical aspects of AI in business, from foundational concepts and advanced applications to ethical considerations and future trends.

Why This Book? As AI continues to evolve, its applications in business development and sales are becoming more sophisticated and far-reaching. However, many businesses struggle to understand where to begin, how to implement AI effectively, and how to measure its impact. This book aims to bridge that gap by offering practical insights, real-world examples, and actionable strategies.

What You'll Learn

Foundational Concepts: The book starts with an introduction to AI, its historical evolution, and its relevance to business development and sales. It provides a solid foundation for understanding AI technologies and their applications.

Practical Applications: Each chapter explores specific applications of AI in business, such as market research, lead generation, customer relationship management, sales forecasting, and personalized marketing. Detailed examples and case studies illustrate how leading companies are leveraging AI to achieve remarkable results.

Ethical Considerations: With great power comes great responsibility. The book addresses the ethical implications of using AI in business, offering guidelines for responsible AI implementation. Topics such as fairness, transparency, data privacy, and bias mitigation are thoroughly discussed.

Future Trends: The final chapters look ahead to the future of AI in business development and sales, exploring emerging trends and technologies that will shape the landscape. Readers will gain insights into how to stay ahead of the curve and prepare for the next wave of AI innovations.

Who Should Read This Book? This book is for business leaders, sales professionals, marketers, and anyone interested in understanding and leveraging AI for business success. Whether you are a seasoned executive looking to integrate AI into your strategic planning or a newcomer eager to explore the potential of AI, this book provides valuable insights and practical advice.

How to Use This Book Each chapter is structured to be both informative and actionable. Key concepts are explained clearly, and practical examples and case studies provide real-world context. The book also includes checklists, frameworks, tools, resources, and best practices that you can apply directly to your business.

Conclusion By harnessing the power of AI, businesses can unlock new opportunities, drive innovation, and achieve sustainable growth. This book is your guide to navigating the AI landscape, understanding its potential, and implementing it effectively in your business development and sales strategies.

crm vs marketing automation: Digital Marketing and Social Media Management Александр Чичулин, 2023-06-05 This is a comprehensive guide that explores the evolution of marketing in the digital age. The book covers key concepts and terms, setting clear goals, targeting audiences, conducting market research, choosing digital channels, budgeting, SEO, SEM, content marketing, email marketing, social media marketing, influencer marketing, analytics, and emerging trends such as artificial intelligence, voice search, AR/VR.

crm vs marketing automation: *Web Content Management* Deane Barker, 2016-03-22 Looking to select a web content management system (CMS), but confused about the promises, terminology, and buzzwords? Do you want to understand content management without having to dive into the underlying programming? This book provides a clear, unbiased overview of the entire CMS ecosystem—from platforms to implementations—in a language- and platform-agnostic manner for project managers, executives, and new developers alike. Author Deane Barker, a CMS consultant with almost two decades of experience, helps you explore many different systems, technologies, and platforms. By the end of the book, you'll have the knowledge necessary to make decisions about features, architectures, and implementation methods to ensure that your project solves the right problems. Learn what content is, how to compare different systems, and what the roles of a CMS team are Understand how a modern CMS models and aggregates content, coordinates workflow, and manages assets Explore the scope and structure of a CMS implementation project Learn the process and best practices for successfully running your CMS implementation Examine the practice of migrating web content, and learn how to work with an external CMS integrator

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