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WHITEPAPER

Engaging Buyers And Increasing ROI With

Smart Digital Marketing Using Drupal 8

Drupal 8 has been released keeping user experience and digital marketers in mind. It's exceptional features speak volume of its popularity and adoption rates among the digital marketers.

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Executive Summary

Drupal 8 loads JavaScript and keeps the rest in caches. This ensures faster loading of pages especially when the user accesses the same page for the second time. The Big-Pipe module flushes the page first and then stream placeholder replacements.

Drupal 8 is also compliant with PHP 7 with useful libraries like Guzzle, Composer and object-oriented code, Symfony 2. For testing, Drupal 8.1 features front-end JavaScript (JS) automated testing.

Drupal 8 is the best CMS for digital marketers to achieve their ultimate target of providing unified user experience and delivering customized content across devices. Marketers have been looking for a powerful CMS that works right and Drupal 8 seems to be a perfect fit.

Drupal 8 helps digital marketers to achieve their goal of delivering personalized and targeted content across devices. Marketers have been waiting for a CMS that gives them more than they need. And Drupal 8 will not disappoint them. Before knowing the inherent strengths of Drupal 8, let's have a brief look at how Drupal, as a CMS aids your digital marketing strategy

We are delighted to be one of the top 25 Drupal contributors on Drupal.org with 16 projects, 169 credits and 4 case studies.

The Strengths Of Drupal As A CMS Platform

Drupal is an open-source community project with thousands of code contributors worldwide. There are about a million users on Drupal.org and many Fortune 500 firms use the Drupal platform. The Drupal CMS stands out of the crowd because it allows your innovation to translate into faster and better and where websites are scalable as per the changing requirements. Drupal 8 is the most successful Drupal release ever. Developers have adopted Drupal 8, twice as fast as Drupal 7 during the first four months after the release.

The Key Features Of Drupal 8 For Digital Marketers

The key features of Drupal 8 include,

- Easy content authoring system,

- Building mobile-friendly websites,

- Offering the highest degree of security features and

- Ensuring smooth migration through CMI (Configuration Management Initiative).

Drupal 8 features CKEditor which is open source and has a more straightforward content creation dashboard with its user-friendly interface. In fact, users without proper HTML knowledge can use it easily and conveniently. Editing content at the front-end is now possible which saves time.

On the security front, Drupal 8 gets twig autoescape to prevent XSS vulnerabilities, AES encryption, default Clickjacking protection, automatic CSRF token protection, etc. For smooth migration, Drupal 8 uses YAML format for text files. The Core API supports extraction from any source which means there is no restriction in importing content from different sources.

How Drupal 8 Can Help Digital Marketing Strategy

Drupal has evolved to become one of the most preferred CMS despite its incredible growth in marketing tools and website building software. Thanks to Drupal 8's flexibility to integrate a wide range of marketing tools, there are improved administrative efficiencies, enhanced front-end design choices and an overall reduction in development costs.

04.1 Structured Symfony Framework

Symfony framework gets Drupal 8 support using which developers can write and debug code faster. The configuration management uses YAML text formats that allow easy import and export of configuration changes. Whether it is gathering data or data segmentation, Symfony framework makes it easier than before. Segmenting content based on different criteria like language, demographics and device type can also be done quickly. Drupal 8 is also compliant with PHP 7 that includes useful libraries like Guzzle, Composer and object-oriented code. It also supports front-end JS automated testing.

04.2 Easy Content Authoring

Drupal 8 supports WYSIWYG editor that allows marketers to create, edit and post content easily. Front-end content editing is also possible with in-place editing options saving time and increasing productivity especially when the content needs to be revised frequently. Content preview feature, in-line style options and widgets support the best SEO modules to Drupal 8, the most user-friendly Drupal CMS so far. It has the fastest theme engine and TWIG that is popular for its reliability and consistency through which marketers can create great campaign templates in less time.

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with in-place editing options saving time and increasing productivity especially when the content needs to be revised frequently.

04.3 Third-Party Tools Integration

Drupal 8 allows easy integration of CRM, email marketing, ERP, analytics and many other marketing tools that are intertwined in a digital campaign. Marketers who run a multichannel campaign under a single system will find this flexibility, particularly useful because they can now create a unified marketing experience. In short, building a world-class digital experience can be achieved with advanced third-party integrations in Drupal 8.

04.4 Responsiveness Across Devices

Drupal 8 ensures responsiveness with two core modules namely **Breakpoint** and **Responsive Image**. Using Breakpoint module, Front-end developers and site builders can create responsive themes to accommodate the the website changes across devices.

Responsive image module works alongside Breakpoint module and uses break-points to resize images accordingly. It also features an intuitive user interface for easy configuration. With these core modules, marketers can offer a unified experience to customers across devices like smartphones, tablets and laptop PCs.

04.5 Personalization Of Content

Drupal 8 supports personalized content experience. To enhance content flexibility and the manner in which content has to be laid out on a particular page, Drupal 8 offers different elements such as Calls to Action (CTA), accordions, blocks, rows & columns, jumbotrons, embedded video, tabs, teasers and WYSIWYG text. Overall, content authors have the freedom to choose these elements and present the content in web pages the way they desire.

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How Drupal 8 Can Grow Your Business

Digital revolution has expanded the thoughts and buying behavior of online consumers which is why there is a tremendous pressure on businesses to provide enriched customer experience in digital space. Here are the compelling business benefits of Drupal 8 to help marketers deliver a delightful digital experience for their target audience.

05.1 Mobile-First Improvements

Drupal 8 features enable developers to make websites, mobile-friendly while allowing them to edit or make content changes from any device. All core themes in Drupal 8 are made responsive and elements like menus and blocks automatically fit the device screens. The responsive nature extends to tables where on wide screens, all columns get displayed while on small screens, only the essential columns get displayed. Even the editor interface shrinks and expands according to the device screen. To reduce the loading time of mobile pages, the native JavaScript is used instead of jQuery. Instead of JS-intense features, using lightweight alternatives in Drupal 8 help the developers build mobile-friendly sites easily.

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05.2 Multilingual And Translation Capabilities

Drupal 8 supports over 100 languages and has built-in translation modules to help developers design eCommerce sites that target international consumers. For nodes, users, views, blocks and menus, languages can be assigned. Other capabilities of **language module** include browser language detection, admin interface language selection, and transliteration built-in for machine names, to name a few.

The **content translation module** allows users to translate site content that includes pages, terms, blocks while offering features like field-level configurability, exposed language information via search API and per-language content access.

05.3 Marketing And SEO-Friendly Modules

Drupal 8 has **BigPipe** technique and integrated **REST** into its core. These modules allow the user to edit the content even when they log in from other applications. Integrating small plugins, third-party apps to configure campaign sites, is very much possible with Drupal 8. The **SEO Checklist** module enables developers to know the best practice information, track to-do list, show installed modules, enable or set permissions and help improve site traffic and SEO ranking as well.

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modules to help developers design eCommerce sites that target international consumers.

05.4 Security Advancements

The Symfony framework and dedicated security team for Drupal 8 ensures a secure web environment. Any security issue can be reported to the security team immediately. The Drupal community offers periodic security-related announcements including remote installation of critical releases. To write secure code in Drupal 8, developers can use Twig templates, API functions and database abstraction layer to avoid SQL injection attacks. To ensure overall safety, Security review module is readily available to run many checks like safe file system permissions, secure private files, database errors, failed logins, PHP execution, safe error reporting etc.,

Essential Drupal Modules For Digital Marketers

Drupal is best known for its robust structure while being flexible for customizations. Drupal CMS allows integration of various tools effortlessly. To automate marketing processes, like content publishing or lead capturing, there are plenty of Drupal modules to use. **Google Analytics (GA) tools** are powerful in analyzing search queries and user pages. Tracking user activity can show you how site content works and provides an insight to develop SEO techniques and strategies to increase traffic and user retention.

B2B marketers would appreciate the integration of **HubSpot CRM** with Drupal CMS as it helps marketers to automate lead generation and track the leads. Another essential tool is **Mailchimp** core module with which marketers can easily source database from contact list while maintaining accurate subscription lists that they update in real-time. In addition to this, MailChimp has an option to create 'interest groups' with which end users can manage their subscription.

Loopfuse is an open source module that allows refining lead generation process such as lead qualification and scoring. When it comes to heatmap tools, **Crazy Egg** module helps marketers to understand the website performance and user perception visually. **Drupal AMP (Accelerated Mobile Pages)** improves content optimization for mobiles. Finally, **Meta Tag**, the SEO tool provides structured meta tag recommendation and suggestions depending on website language. Marketers can also customize how content appears in social media sites when shared.

Conclusion

Drupal 8 is the best CMS available for digital marketers who need to delivery a personalized and targeted content across devices. Its features are helpful to grow businesses, especially eCommerce industries with global consumers. Drupal 8 is also developer-friendly as it allows easy editing in both front-end designs and back-end support. Go ahead and engage your buyers and increase ROI using Drupal 8.

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especially eCommerce industries with global consumers

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