

# Percussion CM System

Web Content Management With A Focus On Results

Percussion Community Marketing Solution

Harvest Social, User-Generated, and External Content, Publish Blogs, and Syndicate Site Content to Any Channel



## CM System Community Marketing Solution

### Overview

In the new online world of social computing or “Web 2.0,” traditional “push” marketing is giving way to a more community oriented approach. To better engage and retain the loyalty of customers and prospects, site visitors are given a more active role in promoting site content through use of new social channels for distribution, such as Blogs and RSS Feeds. Customers are also encouraged to participate as contributors rather than simply consumers of content. This “User Generated Content” capability elevates interest and interactivity within the site, but also fosters peer-to-peer viral marketing. But this new online world can be a scary place as well. Empowering visitors with contribution and new social channels implies a dramatic loss of control compared to traditional marketing methods. The key for marketers is the right mix of control and the new viral, community oriented, approach.

Percussion’s Community Marketing Solution provides the answer. The Community Marketing Solution enables marketers to quickly leverage Blogs, RSS Feeds, External Content Feeds and User Generated Content as part of their ongoing marketing efforts, yet mix in the kind of controls and accountability that marketing programs require. The Solution adopts a “best of both worlds” approach that enables marketers to decide how much to embrace the unrestrained characteristics of the new social media, and how much to apply constraints by selecting, utilizing and processing only the best content and channels for any given initiative.

### Solution Benefits

Percussion’s Community Marketing Solution allows marketers to finally embrace and leverage the previously separate and unconstrained world of Blogs, RSS, Social Sites and User Generated Content to achieve traditional marketing goals including customer loyalty, brand awareness, lead generation, prospect qualification and conversion.

#### The Community Marketing Solution allows marketers to:

Increase social traffic to your Web sites by incorporating blog content into them, and through delivering managed content through any blog channel.

Keep your customers instantly informed and up-to-date by distributing any content through the RSS Feed subscriber channel.

Add relevancy and broaden your site’s market appeal by incorporating social content from external sources and reusing it throughout your site.

Improve customer loyalty and community, as well as add viral “word of mouth” legitimacy to offers and promotions by enabling site visitors to contribute directly to site content.

## Percussion's Community Marketing Solution: Key Features

Percussion's Community Marketing Solution combines the CM System Web Content Management (WCM) platform with a variety of new "Web 2.0" channels enabling the business to mix and match community driven content with traditional Web site publishing initiatives.

### The Community Solution includes the following key features:

#### Blog Publishing

Enables business users to create and process blog content with CM System based workflow approval and audit processes, then publish into new or existing blog channels to leverage blog-specific delivery features such as trackback pings, comments and blog search engines such as Technorati.

#### Blog Capture

Allows the business unit to traverse through blog comments and posts submitted outside of CM System and select them for capture into CM System.

These captured comments and posts can then be reused anywhere throughout the Web sites managed by CM System.

#### RSS Feeds:

##### Feed Automation

Turn any home page, list, or other existing page element on a site into an RSS feed readers can subscribe to and read. Any changes to the page or element will be reflected automatically in the feed.

##### Feed Management

Solution provides explicit control to create RSS Feeds separately from existing pages, and areas, of a site. Simply create the Feed, add content into it, and then approve for the RSS Feed to go live.

#### External Content Capture

##### RSS Feed Capture

Once configured, CM System acts as a "subscriber" to any external site's RSS Feed. All content in that external feed will appear automatically as reusable content in CM System on a periodic basis (as defined in the configuration).

Enables content capture from any site with RSS feeds, but is particularly well suited for social sites and online communities where content sharing is prevalent.

## User Generated Content

### Comments

Capture plain text “comments” submitted by visitors to your site. Comment submission may be attached to any page or page element, and displayed in aggregate as well.

### Articles

Capture rich text “articles” such as product reviews or testimonials submitted by visitors to your site. Articles are typically approved first in CM System before going live on the site.

### Images

Capture images submitted by site visitors and use as any other image content in CM System.

### Media and Files

Capture any other type of media or file upload submitted by site visitors and use as content objects in CM System.

With these features supplying new forms of content to the WCM platform, CM System’s unique content reuse capabilities are then used to select and place the best customer comments, and content where they will have the most impact with other site visitors. Content can be dragged and dropped from one part of a page to another, browsed, searched, and optimized for the most impact with each type of site visitor. This combination of control and social interactivity produces far more compelling and community oriented sites that improve the customer experience.

## Solution Components and Methodology

Percussion Solutions follow the standard CM System implementation methodology, making use of the core CM System platform. Solutions are delivered using the highly successful process methodology of Percussion’s Professional Services Organization (PSO). Like any CM System implementation, Community Solutions are fully supported by Percussion technical support.

## Community Marketing Professional Services

Percussion Professional Services will first provide a Discovery and Design session to identify the deployment scope of the key features of the solution (listed above) to an existing or new CM System implementation. Furthermore, services will provide for the installation and configuration of any added Components specific to this solution (see below). Finally, a configuration walk through of the Solution will be provided to the client development team as part of the knowledge transfer of the deployed solution. The customer may then optionally proceed with the implementation themselves or purchase further PSO services to perform implementation work.

## Community Marketing Components

The Community Marketing Solution consists of the following technology components that will be added to the CM System implementation:

## Blog, RSS and UCG Implementation

A set of CM System implementation primitives, such as Content Types for use in authoring or capturing blog posts, blog comments, UCG comments, and UCG articles, images, and media files. Sample templates are included for publishing Blogs, RSS Feeds, and all UCG content.

## Blog Publisher

A publishing plug-in that connects to the external blog system and posts the published content into the blog using the blog's Atom or MetaWeblog API.

## Blog Content Capture

This utilizes the standard Web Services interface to CM System. However, it further provides a user interface mechanism to select specific comments or posts, and then traverses the external feed for only those specified content elements. Typically, the user interface is a hypertext link embedded into the templates used to "skin" the blog being harvested.

## External Feed Content Capture

The capture component utilizes the standard Web Services interface to CM System. This type of capture is designed for fully automated "bulk capture" operation without user interaction.

## User Generated Content Capture

As with other capture components, utilizes standard Web Services interface to CM System. In this case, captures content submitted from Web forms used by visitors to the live Web site. Includes sample UCG submission forms based in the "EXT" JavaScript library for: Comments, Articles (rich text), Images and Media/File uploads.

## Solution Requirements

Percussion's Community Marketing Solution requires an implementation based on CM System 6.5 or above configured to use the new Assembly Services released in 6.5.

New 6.5 implementations – all are covered automatically.

Existing implementations originally built on 5.x or earlier – the system must first be upgraded to 6.5 and at least the Global Templates be converted to use the new 6.x Assembly features and Velocity template language. Contact Percussion for more information on template conversion and implementation requirements.

## About Percussion Software

Percussion provides Web Content Management (WCM) solutions that drive business results through multiple online channels including websites, intranets, blogs, and mobile devices. Percussion's Adaptive Architecture allows non-technical users to take control of content and presentation, provides a low-friction path to access and re-use third-party content, and allows a business to pursue new opportunities without being encumbered by legacy technology. Percussion has been helping a broad cross-section of corporations, institutions, and agencies generate online results, including Hotwire.com, Virginia Tech University, Kohl's, Computer Associates, AutoTrader.com, and the U.S. Department of State. More information can be found at [www.percussion.com](http://www.percussion.com)

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