

Marketing workflow tour - executive summary

<p>RESEARCH QUESTION / GOAL <i>What are the main workflows for marketers who help create websites for their companies?</i> <i>*we realized we needed to do this research while creating the Gatsby Cloud Wardley Map. See last bullet point under 'overall problems customers face'.</i></p>	<p>Product: Gatsby Cloud (Preview) Sprints / Version: alpha Research method: User interviews</p>
<p>SUPPORTING RESEARCH QUESTIONS <i>How do these marketers measure whether they are successful at helping to update the website?</i> <i>What pain points do marketers experience in the workflows identified in these interviews?</i></p>	<p>device(s): Desktop computers Total testers: 8 Stats on interviewees: <ul style="list-style-type: none"> ● 3 managers (1 product manager and 2 marketing managers) ● 5 content editors ● All in USA Link to notes</p>

Recommended Next Steps

- Make sure Gatsby Preview meets the jobs to be done listed below in Key Insights
- Brainstorming how we can make their jobs even easier

Key Insights

These are the “jobs” people expect Preview to perform for them (jobs to be done):

- Enable them to find broken hyperlinks
- Enable them to make sure images are web ready
- Test things on multiple devices (ex. Adobe emails links to test on phones. What about text messages?)
- Enable them to make rough measurements of site performance changes
- Enable them to Catch typos
- Represent their work accurately so feedback from stakeholders is relevant and not redundant and to gain trust
 - Design accuracy
 - Functionality accuracy
 - (sometimes preview environments won't let you enter a future publication date, so the blogpost looks like it's going to be published in the past. Or preview will have limitations on what kinds of headers it will represent)
- Share their work with others in a visible, testable way before going live

<p>PRIMARY QUESTION <i>What are the main workflows for marketers who help create websites for their companies?</i></p>	<p>PRIMARY ANSWER Know that an edit needs to be made > create edit in Googledocs or Word > review process with stakeholders via commenting systems in Googledocs or Word > enter the CMS environment > make the edit > generate preview of the edit (could come from CMS, or, if not using a CMS, from developers sending them link via Slack) > personal review process to check all hyperlinks, layout, spelling & grammar, image sizes & how it looks on mobile vs desktop (often use Chrome developer tools for these last two) > review process with stakeholders via email or face-to-face meetings > click “publish” > check live site for same things they did during personal review of preview</p>
--	---

<p>QUESTION <i>How do marketers measure whether they are successful at their jobs?</i></p>	<p>ANSWER Analytics (capturing leads) - Marketing managers care more about this</p> <ul style="list-style-type: none"> ● <i>Successful for updating content for the website - google analytics. Page views, unique visitors, trends over time. Gated content (hubspot forms). Metrics are straightforward. Blogposts - comments, likes, Webinar - signups. Overall leads being created, new leads. Qualified leads, how many become a closed/won deal. Measuring the demand gen flow. Social media side of things - awareness, share of voice, twitter following, retweets and likes, endless array of metrics. Ecommerce site - revenue is the measurement of success. Brand awareness sites, she hasn't worked there, metrics are</i>
--	--

	<p><i>different.</i></p> <ul style="list-style-type: none"> • <i>Success in general — look at analytics (adobe) to see what pages are being visited (or not). Do we need to improve a page or even just get rid of them? Run surveys to learn what people want – what they're finding. She often does surveys of site and pages and ask "what are we missing?", "what is out-dated?". "how do other people present content? Should we imitate them?"</i> • <i>Success for blogpost = syndication (trend on hacker news, social media on Twitter), benchmarks, evergreen pieces --> net new ppl subscribed, look at blog. SEM vs. click-through rate to particular. Successful for quarterly product launch: self-serve funnel (did they sign up thru landing page) sales funnel (lead generation) care less about page views and bounce rates (vanity metrics).</i> <p>Meeting deadlines:</p> <ul style="list-style-type: none"> • <i>If I get the blogpost out by 2 pm on Tuesday, which is right before Marketing sends an E-blast. If I don't get it out by 2 pm, I have to contact marketing and they have to organize a new e-blast.</i> <p>Personal pride in quality of outcome</p> <ul style="list-style-type: none"> • <i>Not a lot of time for satisfaction (to feel proud of their work). Good enough = check the box.</i> <p>Goals of the site - is it usable and useful?</p> <ul style="list-style-type: none"> • <i>My own measurement would be whether users are having a good experience. I want to know stories. My boss just cares about performance and analytics (number of pages someone visits, etc.). I think that's important, just not the only piece of data that matters.</i>
--	---

<p>QUESTION <i>What pain points do marketers experience in the workflows identified in these interviews? (What blocks them from succeeding?)</i></p>	<p>ANSWER Previews that are not accurate or complete lead to redundant feedback and people not trusting the content editor, poor reflection of their work quality and can even lead to publishing errors</p> <p>People who do not use a CMS or use a “difficult to use” CMS often complain that each edit is so difficult, they only make edits that are crucial and leave a lot of things undone. It’s too “expensive” to do edits. This limits the number of people who can contribute to those who are experts, or beginners who can be trained by experts, which increases the expense of each edit even more.</p> <p>Getting feedback late from stakeholders means all-nighters before big launches.</p>
--	---