

Mendix Content

From labyrinthine hellscape to...



Functional powerhouse



Mendix Content – a hellscape

Content as a function was all but eradicated.

- “If you can write an email, you can write anything.”

A slurry of 1-off assets

- All content was drafted with no cohesive strategy or planning

High copy demand, low quality

- Copy desperation led to either poorly written, rushed copy or a project getting stalled or scrapped.

No TOV or Editorial Guide

- It was a real mess y’all

Content-Related Headcount

1 FT Brand Copywriter

1 FT (teamless) Content Marketing Manager

Fall 2019

Mendix Content – Functional FTW

Content Services

- Fully staffed Content Team

Cohesive Strategy

- Writers craft and execute a content strategy to support a cohesive, well-planned campaign.

No bottlenecks, no nonsense

- High-quality content, created with purpose and intent, delivered on time

Defined TOV

- All collateral adheres to a branded Tone of Voice and Editorial Guide

Senior Writer and Strategist

- Horizontal Global Campaigns

Senior Writer and Strategist

- Partner, ISV, and Channel Marketing

Senior Writer

- Core Campaign Content

FT SEO Writer

- SEO Strategy and Web Copy

FT Writer

- Developer Relations and Customer Marketing

Global Customer Stories Program Manager

- Customer Storytelling

Team Efforts

- Executive Thought Leadership
- Social Copy

Current State

Mendix.com – Um, no.

Focus on 1 web metric – ranking as #1 for “low-code” in target geos

That sole KPI continued to flourish ...while almost every other key web metric tanked

We kicked off 2021 with a 22% YOY loss in organic web traffic

The MxBlog dopped 40% YOY in organic traffic



Mendix.com – The Glow-Up

Hired a seasoned
SEO-focused writer

Drafted new content
trunks around
additional keywords

Contracted Skyword
to draft 8 supporting
new blogs around 4
content trunks

Embedded SEO best
practices in all new
content going live
on the website

Blog
Audit!

Blog
update!

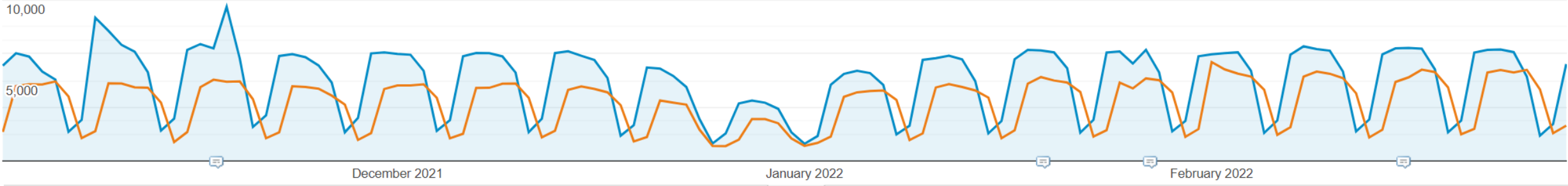
Holistic
web
metrics!

Follow your dreams, fool!



More tears, but ones of joy

Nov 1, 2021 - Feb 28, 2022: ● Users
 Nov 1, 2020 - Feb 28, 2021: ● Users



Primary Dimension: **Source / Medium** Other

Plot Rows Secondary dimension Sort Type: Default

advanced ⌂ 🕒 ☰ 🔍 📄 📊 📑

Source / Medium	Acquisition			Behavior			Conversions Goal 4: Newsletter Subscription		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter Subscription (Goal 4 Conversion Rate)	Newsletter Subscription (Goal 4 Completions)	Newsletter Subscription (Goal 4 Value)
1. google / organic	10.21% ▲ 274,755 vs 249,308	4.60% ▲ 233,384 vs 223,126	64.81% ▲ 964,083 vs 584,958	31.28% ▼ 38.58% vs 56.14%	64.87% ▲ 6.86 vs 4.16	54.26% ▲ 00:08:19 vs 00:05:23	4.80% ▲ <0.01% vs <0.01%	72.73% ▲ 57 vs 33	0.00% \$0.00 vs \$0.00

Mendix Social – A little for a lot



Mendix Social – Ch-ch-ch-changes



Mendix Social – So far, so good

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	76,889	4,267	603	1,045,612	90,470	8.6%	39,888
Oct 1, 2022 – Jan 28, 2023	↗ 15.8%	↘ 19.4%	↗ 37.4%	↗ 28.9%	↗ 83.2%	↗ 44.8%	↘ 62.3%
Compare to	66,393	5,292	439	811,293	49,387	6%	105,670
Jun 3, 2022 – Sep 30, 2022							

Mendix Social – So far, so good

Before

Tim Srock • 1st
CEO at Mendix
8mo • 🌐

What an honor it is to share that Mendix has expanded to Japan.

Opening business in this new market is a huge step in Mendix's journey...see more



with Daniel C. Berkowitz and 1 other

376

11 comments • 5 reposts

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After

Tim Srock @Tim_Srock · Nov 9, 2022

Not to brag or anything... but we've been named twice in the epic #SocksMQ at #GartnerSYM, Barcelona edition by @mobilegourmet. Wait...actually it's totally my intention to brag. #nailedit

Jason Wong @mobilegourmet · Nov 9, 2022

🌟 Bracelona #GartnerSYM #SocksMQ! Lots of 🙌👏 based on Execution of quality & Vision for design. Congrats to @tyk_io @digitaldotai @Mendix (2!) @Zoho @salesforce @SnowflakeDB @NeptuneSoftware @AxoniusInc @LRSOMSolutions @okta @Delinealnc @LastPass @Adobe 🙌🙌

Show this thread



1 6

Tim Srock • 1st
CEO at Mendix
2w • 🌐

There's no better way to kick off 2023 than with Mendix being named (once again) a #lowcode leader in the Gartner Magic Quadrant for Enterprise Low-Code Application Platforms.

See what else #Gartner has to say about all things #lowcode →



mx mendix
Go make it™

Gartner® Magic Quadrant™
for Enterprise Low-Code Application Platforms

Download now

2022 Gartner® Magic Quadrant™ for Enterprise Low-Code Application Platforms
mendix.com • 1 min read

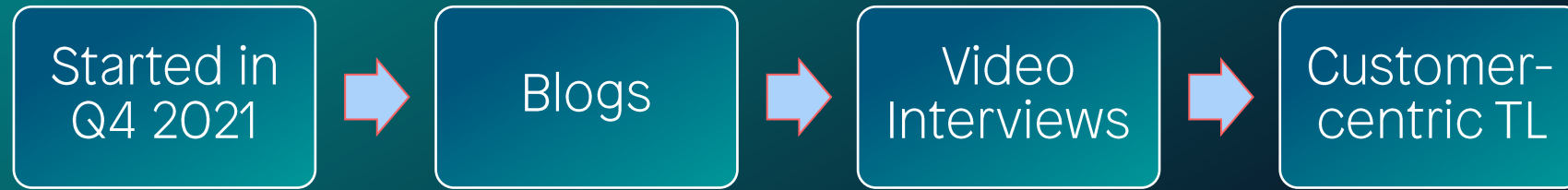
Carina Sorrentino and 425 others

16 comments • 64 reposts

Like Comment Repost Send

Thought Leadership

Mendix Executive Perspectives



This is a collaborative program that relies on the skills and talents of multiple teams:

- Product Marketing helps define ideas, topics, and angles
- Content works with the authors to craft the blog copy and questions for the interviews
- The Video Team collaborates to plan, edit, and publish video interviews
- Design provides creative support (including producing an original logo)
- Content and PR collaborate to leverage this content across multiple channels



Links:

[Blogs](#)

[Videos](#)

Mx Executive Perspectives - Metrics

Title	Author	Ghostwriter	Publish Date	Sessions	Pages/Session	Avg Session Duration	Avg Time on Pg	Bounce Rate	Users	New Users	Return Users
Hyper-personalization vs Personalization: Why It's Time to Get Hyper-personal	Sheryl Koenigsberg	Dave Bevans	12/8/2021	1606	1.16	01:17	05:51	79.95%	1421	1225	196
Modern Customer Experience in 2022 Requires Composability	Gordon Van Huizen	Dave Bevans	1/7/2022	794	1.37	02:05	04:24	70.28%	747	535	212
A CEO's Take on Modern Digital Transformation	Tim Srock	Taylor Bornstein	7/12/2022	511	1.76	01:46	03:43	71.82%	655	277	378
How to Build a Customer-Centric Product Roadmap: Tips from a CTO	Johan den Haan	Maria DiCesare	4/18/2022	411	1.48	01:09	03:04	80.54%	427	236	191
Improving the Customer Experience: Business Necessity and a Potential Goldmine	Tim Srock	Taylor Bornstein	12/6/2021	282	1.82	02:53	03:17	64.89%	313	127	186
New Realities for a Connected Customer Experience	Nick Ford	Ben Hogan	12/14/2021	233	1.97	01:52	02:13	73.82%	345	123	222
Digital Maturity: Taking Your Digital Transformation Next Steps	Sheryl Koenigsberg	Dave Bevans	8/25/2022	219	1.58	01:59	03:47	74.43%	243	71	172
Mobile's Ever-Evolving Role in Customer & Employee Experiences	Johan den Haan	Maria DiCesare	1/10/2022	198	2.10	02:49	03:36	69.19%	271	106	165
Security and Customer Experience: The Joy of Usability	Frank Baalbergen	Ben Hogan	5/9/2022	196	2.17	03:09	03:27	67.35%	294	73	221
Accelerate Business Innovation Through Ecosystem	Jethro Borsje	Carina Sorrentino	9/16/2022	184	1.95	02:59	03:17	63.59%	259	71	188
A Race Without a Finish Line: How to Stop Chasing Customer Experience	Nick Ford	Ben Hogan	3/29/2022	177	1.94	02:08	03:03	77.97%	231	65	166
The Case for Automated Customer Engagement	Hans de Visser	Jani Bagherio	1/10/2022	167	2.16	02:11	02:03	70.66%	246	86	160
Why Do Digital Transformations Fail?	Johan den Haan	Maria DiCesare	9/8/2022	147	1.88	01:20	04:02	74.15%	206	81	125
The Digital Transformation Journey: A Matter of Time	Nick Ford	Ben Hogan	8/30/2022	146	2.08	02:47	03:46	67.12%	226	75	151
Context Is All: Gaining a Better Understanding of Your Customers	Sheryl Koenigsberg	Dave Bevans	4/6/2022	132	2.12	03:13	02:14	67.42%	164	49	115
How to Develop and Deploy Digital Solutions Faster on AWS	Jethro Borsje	Carina Sorrentino	11/21/2022	119	2.27	02:10	02:03	73.11%	201	54	147
Better Customer Engagement: The Power of Timing and Feedback	Hans de Visser	Jani Bagherio	9/12/2022	52	2.60	02:26	03:04	65.38%	95	22	73

Teamwork at its best.

