8 Reasons Why DRUPAL 8 Will Boost Your Digital Marketing Strategy Into Space

*Is Drupal 8 the best friend of your **Marketing Strategy**?*

Flexibility and efficiency are essential for the creation and implementation of data in the world of Content Management Systems (CMS).

This concept might be a game-changer for digital marketers!

Drupal 8 provides a wide range of **innovative tools** developed to implement and integrate **marketing processes** with Dynamic UX, Cutting-edge Framework, and Easy-to-use In-page editor.

*In other words, if you want to improve your **digital marketing strategy** – Drupal 8 is definitely your new best friend.*
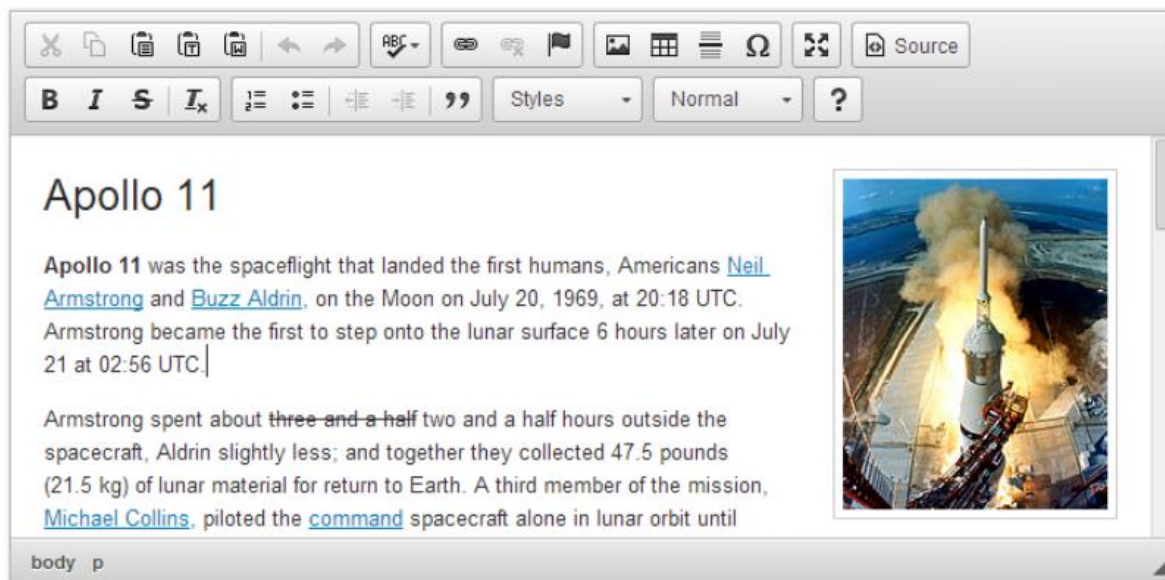
First of all - the most important feature

#1 No-code Content Creation

All hail to the King of marketing – almighty **CONTENT**!

Using [In-Place Editor](#) and [WYSIWYG Editor](#), Drupal 8 allows you to create, upload, edit, and publish your content within seconds.

The **main benefit** is that all your content tasks can be **managed** and **delivered** through all platforms and channels (social media, mobile, web, etc.) from one place. **No coding needed**.

[WYSIWYG HTML Editor](#): *Easy-to-use integrated editor*

*Fast delivery and execution of marketing strategy tasks are crucial, and Drupal 8 CMS platform succeeds in creating a **simplified** and **flexible** work environment for everyone.*

Right Content to the Right Audience

#2 Segmented Personalized Content

A digital marketer's hardest task is to **personalize content**. It was almost impossible to customize content on CMS platforms - until now!

Drupal 8 has developed **advanced tools** to solve this issue.

And how does it work?

These tools allow you to **split your audience** into several customer segments. Once you have collected all the valuable data about each of these segments, you can create the specific, personalized content for each of them. And then you can **easily deliver** your personalized content across all devices and platforms **in real-time**.

Source: subjectmatters.com

*Drupal 8 enables you to easily **collect data** and **create personalized** content for your website visitors.*

To perform well – play well with others

#3 Third-Party-Tools Integration

As a dynamic Content Management System (CMS), Drupal 8 uses **third-party-tools** to improve effectiveness.

You can choose the technology you want to work with via **integrated modules**, and create a custom work environment. And then easily **automate marketing process** tasks such as **lead generation**, **email marketing**, and **web analytics** by using automation modules: HubSpot, Marketo, MailChimp, SalesForce, Eloqua, Pardot, etc.

Source: drupal.org

*Drupal 8 sophisticated **integration modules** have excellent potential to deliver a **world-class digital experience** under a single system.*

Speak digital – the world will understand you

#4 Multilingual Interfaces

Drupal 8 implements **built-in** multilingual interfaces to improve and overcome language barriers in **content localization management**. Language detection tools allow faster and smoother translation of content. You can now easily reach **multiple language areas** worldwide and create a more flexible user experience.


Source: callcentrehelper.com

*This tool makes Drupal 8 the **perfect CMS platform** for the enterprise of digital marketers to further enhance your **global marketing strategy**.*

Digital experience – one fingertip away

#5 Mobile-first Experience

Drupal 8 has taken a significant step towards adding an **advanced mobile-response feature**. Not only for visitors to a website but also page managers, now you can create, edit, and share content from your **mobile device,** anytime!

Monitoring and **editing** data through all devices is essential for modern man, to switch devices on every occasion and have access to all data.
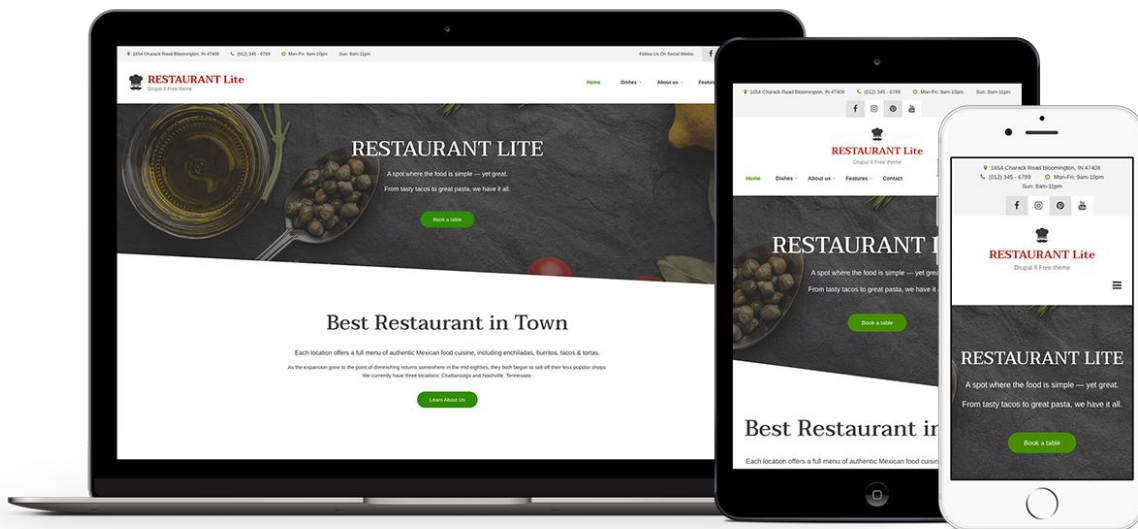
Source: drupal.org

*In other words, access to your website content from mobile devices has never been easier thanks to an **innovative built-in feature** of Drupal 8.*

If you know what you offer – customers will find you

#6 Instant SEO Modules

It's not easy for most people to research and implement SEO to the website. That is why module-friendly CMS platform such as Drupal 8 is the best solution for SEO.

Source: anyforsoft.com

To **optimize** your website for **search engines**, Drupal 8 provides you control over everything you need through **integrative SEO modules** such as [SEO Checklist](#), [Pathuato](#), [Redirect](#), [MetaTag](#), and [Google Analytics](#).

And an effective ***marketing strategy*** *requires a strong SEO background. Keep that in mind!*

Create - Test - Tweak - Repeat

#7 Flex Pages Content Delivery

Flex Pages *empower you to **test** and **add new features** to enhance the user experience.*

For **Back-end** and **Front-end** architecture, Drupal 8 developed separate autonomous systems. Therefore, without the assistance of a web developer, you can update **content** and **design** to your web page more quickly and more frequently.

The **user interface** consists of transferring contents among individuals in a chain which complies with a set of protocols, creating a **unique workflow**.

*Using **Page-roles** Drupal 8 increase administrative efficiency and provide highly customizable and flexible **user privileges**.*

Adaptive content evolution – marketing success

#8 Dynamic Digital Experience

We can agree that the integration of **content**, **community**, and **business** into a single platform is **necessary** for a **digital marketing strategy**. Dynamic Experience on the website to represent your story and what you have to offer to build a brand is what Drupal 8 offers to you.

Source: mpass.gr

*Using Drupal 8 as a pillar of your **marketing strategy**, there are **endless possibilities** to create, edit, and monitor your data.*

As the most flexible CMS platform, Drupal 8 is **ideal for marketers**.

Choosing one friend - you got a MILLION instead!

*Drupal 8 evolves every day as a **free open-source model** with thousands of developers operating on a global network of over **one million pages**.*

They develop a remarkably **flexible** and **easy-to-use** digital experience to overcome a gap between **IT** and **Marketing**.

To sum up:

*Is full **automation** and **integration** of different tools within one system a future of **digital marketing**?*

If you've been waiting for a CMS that provides more to your marketing strategy than you need, Drupal 8 is your best choice.

At *Eton Digital*, we use Drupal 8 CMS to produce **vibrant**, **interactive** websites that deliver **high-speed**, **high-response personalized content**.

Building a **strategic marketing environment** customized to your company requires and offering Drupal 8 solutions worldwide.

Here you can see our solutions: [Organic Net](#), [My Work Mode](#), [Procurious](#), [Nissan Ireland](#), [Vervoe](#), etc.

If you find more Drupal 8 solutions for digital marketing strategy – [tell us your idea](#)!

*Knowledge is here to be **shared**!*