



Kontent.ai



Kontent.ai Loves...

The Marketer's Guide to Headless CMS

By Jozef Falis

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Introduction.

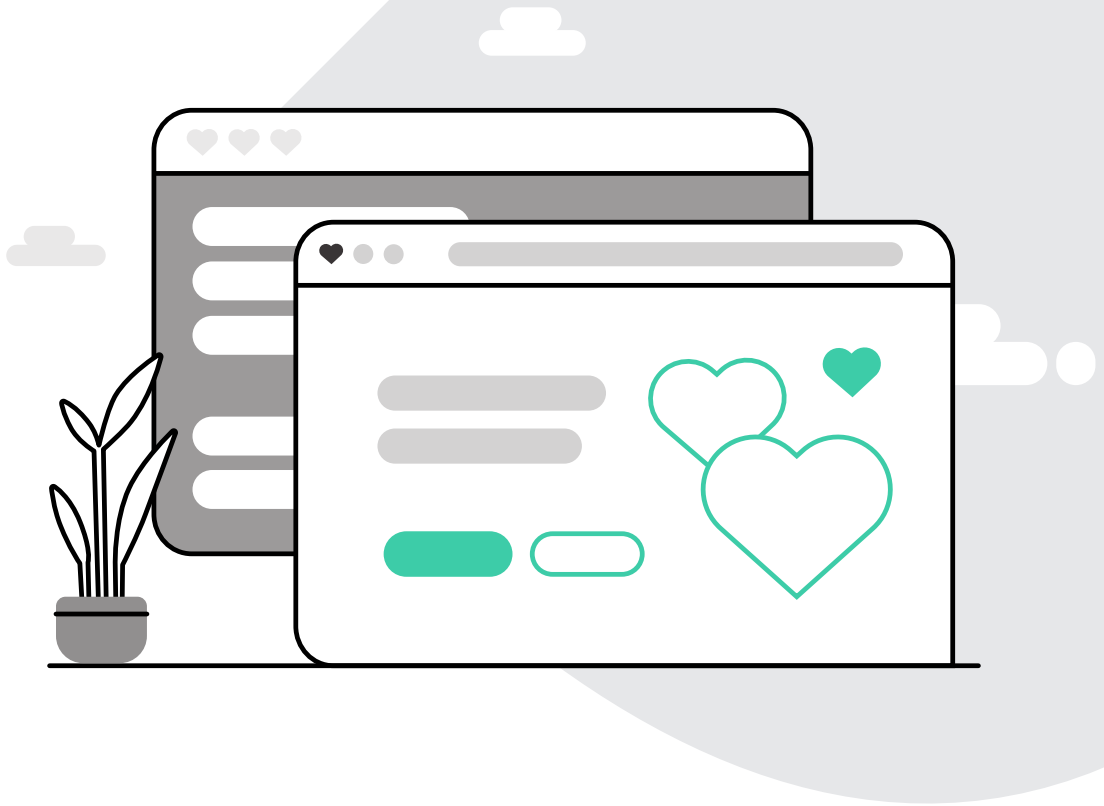
As Head of Demand Generation at Kontent.ai, I'd like to show you how a change of approach at work can lead to better marketing results.

Many marketers are still reluctant to abandon traditional CMSs and adopt the headless approach to content. This new ebook explains in detail how your marketing team can use a headless CMS to manage all your content in one place, collaborate using only one tool, and focus on each stage of your content lifecycle.

In the world of microservices, you don't have to worry about missing out on some functionality because everything you want can be accomplished without an all-in-one solution. You can choose the tools you like and build your own marketing tech stack :). But more about that later, let's get started!



Jozef Falis.
Head of Demand Generation, Kontent.ai



Kontent.ai loves: Landing pages.

It might seem Headless CMS has evolved into a constant fight between two groups—developers, who adore it, and marketers, who are not so excited and feel that the headless approach is a source of unnecessary worries. How do they know that the piece they're working on will look good on their site? And how can they create a landing page that will force their audience to take the intended action? How do they change the font color? However, all these issues are easy to address, and the most significant benefit of Headless CMS—maintaining a consistent customer journey—brings more than just adapting your processes.

First of all, we create content for people and simplify their customer journey. We use several tools that deal with various issues in depth and not just superficially. And structured content (content that's ready for any interface) is key here because you can display it on any device, which opens up new possibilities in communication. Moreover, moving data between tools is very simple.

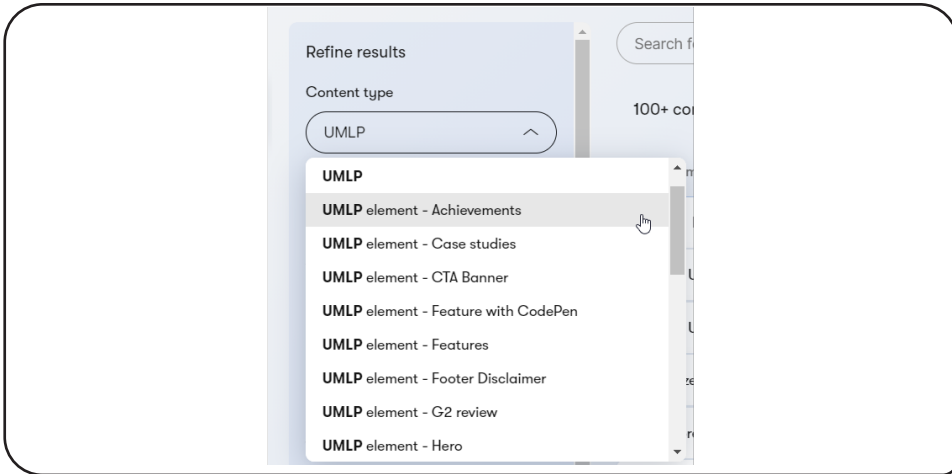
Landing pages

When we were redesigning kontent.ai, it was pretty logical to use our own headless CMS, and so we built the new experience on Kontent.ai. We can now manage everything using one platform. Even though our marketers and developers had to spend some time working on that, bringing all the marketing tools together was worth it.

Components

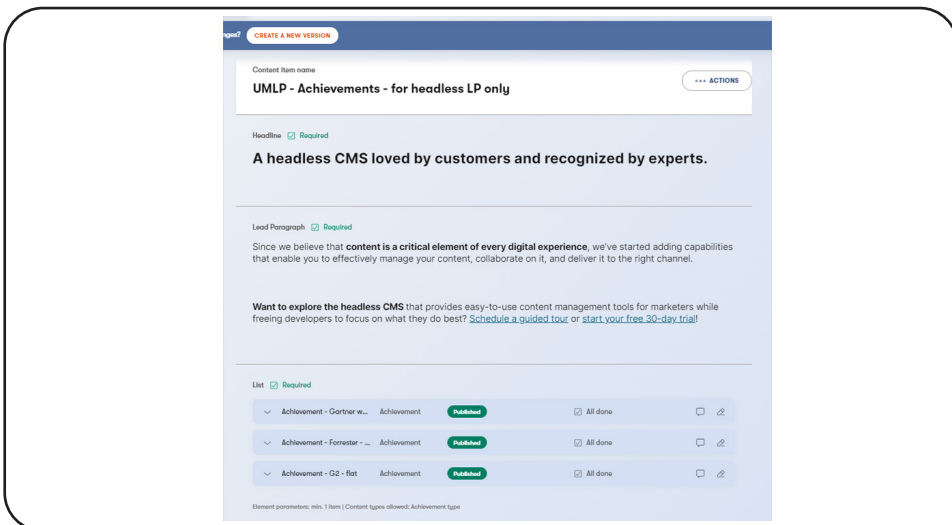
We started by mapping out what sections were needed when creating landing pages. We defined marketing sections suitable for us to cover the acquisition, remarketing, and retention phases of the customer journey. We ended up with more than 20 components that can take different forms. In total, we have 100 display options, which we defined for our developers. They prepared HTML/CSS/JS according to our requirements so that we could customize the content of individual components as much as possible—from the background color through the number of buttons to the text itself. We named them the Universal Marketing Landing Page (UMLP) elements and then combined them as puzzle pieces in a content type called UMLP. We wanted to have as much freedom as possible when creating landing pages, so we did not compromise on development.





Universal Marketing Landing Page (UMLP) elements

The content of the elements can be changed on any page where they're used—with just a few clicks in Kontent.ai. If we don't want the change to appear in other places where the component is used, we duplicate the component, change its properties as needed, and use the new, duplicated version.



UMLP elements on a landing page

What's worth noting is that we have the advantage of Headless CMS—since everything is predefined, content managers are not afraid they would break their pages. Our source code is clear, well indexable for Google, and easily reusable on channels other than the web. Also,

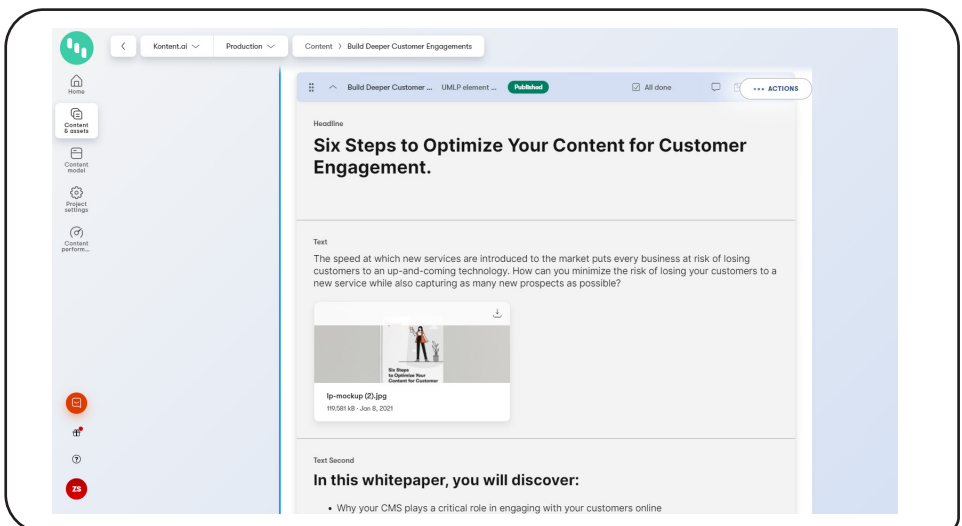


editors can use the preview functionality that's available in Kontent.ai, and we're now working on [Web Spotlight](#) implementation that will make editing the website even easier.

Landing page preparation

We're constantly updating the components, but we can create a new landing page in less than 30 minutes, including defining its layout, filling it with content, correcting placement on the website, and filling in the metadata.

It all starts with choosing the right content type and then adding the individual components. We can easily adjust their order using the drag-and-drop functionality. After filling the page with content, we immediately see how it looks using the well-defined preview.



Preparing a landing page

Conclusion

With Headless CMS, we can use structured data that we're able to deliver using the API into any other tool or platform. We can easily translate content, edit it on all platforms from one place, prepare marketing campaigns, or personalize the website. In the following chapters, I will show you how to do all these things.



Kontent.ai loves: Collaboration.

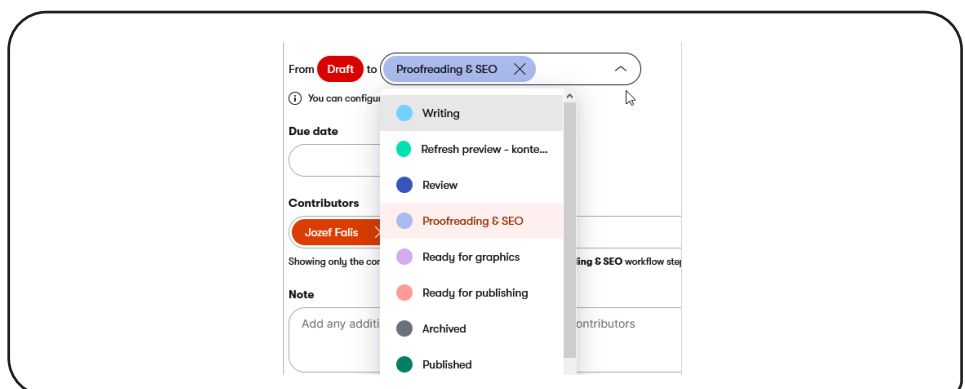
A headless CMS with [Content-as-a-Service \(CaaS\)](#) capabilities allows content editors to collaborate in a single platform without the need to create Google Docs or send Word documents to each other. In our team, using Kontent.ai eliminated the need for some processes and tools, which we've replaced with the headless CMS.

Workflows

To be able to create marketing content for our website as efficiently as possible, we've configured our own workflow. There's no need to have duplicate tasks in Jira—everyone involved gets an email notification from Kontent.ai reminding them what needs to be done once the content item moves to the next workflow step. Our typical workflow looks like this:

Draft — Proofreading — Graphics — Ready — Publish

Advancing step by step, each team member fills in the fields assigned to them. After making sure everything looks okay, the author of the content item subsequently publishes the article or resource.

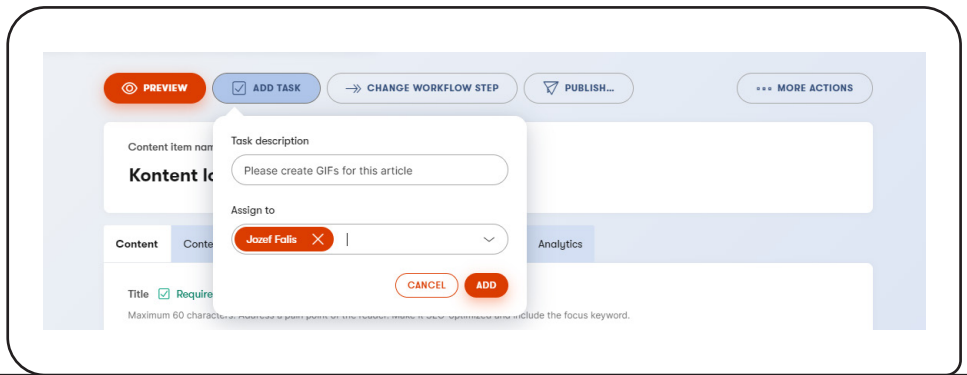


Moving to the next workflow step in the Kontent.ai headless CMS

Tasks

We also use Tasks in Kontent.ai, which helps us streamline collaboration on each piece of content. When moving on to the next workflow step, the editor creates a task to let the graphic designer know an image or something else is missing. If the page needs any tweaks requiring coding, our web developer also gets notified that there's a task to complete for him. We have everything in one place without having to use Trello, Jira, or another project management software or tool for producing content in the CMS.



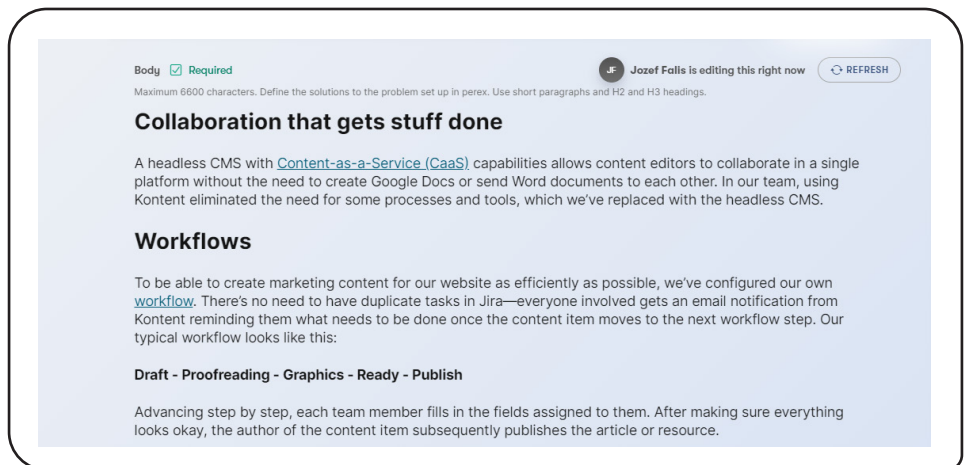


Creating a task to delegate what needs to be done before publishing

Simultaneous Editing

In the summer of 2020, we in the Kontent.ai Marketing team were the first to test real-time collaboration. It probably comes as no surprise that we immediately liked the Simultaneous Editing feature as it enables two and more people to work on an article or page without overwriting the latest changes made by others.

This is very useful, especially when creating campaign landing pages where the copywriter and campaign manager are working on the same page at the same time. Since we're now producing new content from the comfort of our homes, Kontent.ai allows us to cooperate remotely. When the campaign manager designs the structure of the page, the copywriter can immediately fill in the content.

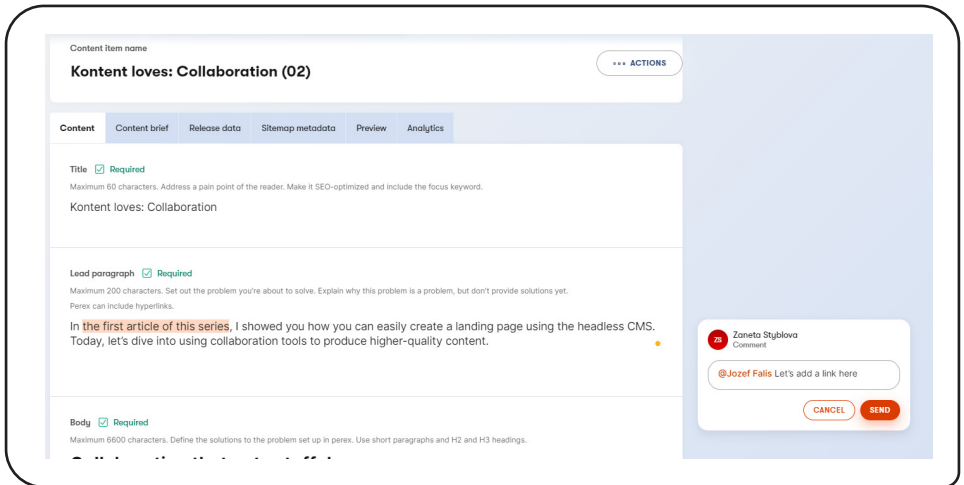


Two editors working on the same page



Comments

Commenting is the feature we use the most when editing content. Instead of sending someone a message on Microsoft Teams, we leave a comment in Kontent.ai and tag the person whose opinion we need there. To give you some more specific examples, we usually discuss different options for proper copy use or fact-check with the tagged person directly in the headless CMS.



Creating a comment in the headless CMS

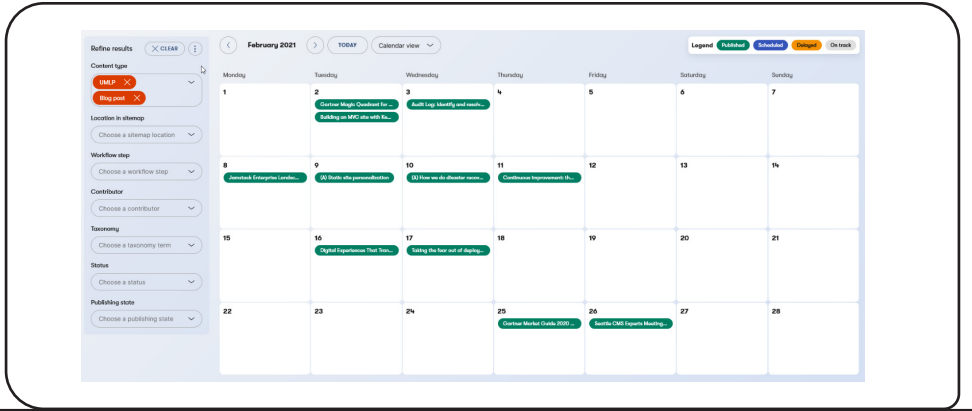
Webhooks

We use webhooks for communication between Kontent.ai and external tools. When publishing a blog, we inform our colleagues through integration with Microsoft Teams. Moreover, we can also ping different publishers to help us share the article. Webhooks can also be used for browser notifications that alert readers to a new blog article.

Editorial calendar

When planning the publishing of the content we produce, we can also leverage the editorial calendar in Kontent.ai to see what we're going to publish and when. We have a clear overview of all our content, which helps us ensure consistency in everything we release.

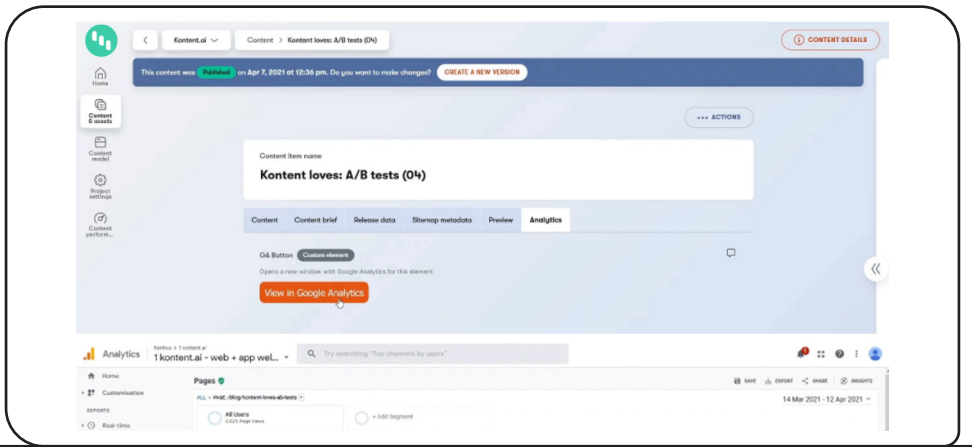




Editorial calendar that shows the state of all your content items

Web Spotlight

In the previous chapter, I mentioned that we're working on Web Spotlight implementation on [kontent.ai](#). I believe that the web-specific add-on will help us edit the website even faster and save more time when creating landing pages—the owner of the page, in cooperation with the graphic designer, will be able to quickly find the ideal spot for each UMLP component.



Using Web Spotlight to edit your web pages

Conclusion

In this chapter, I provided a few tips on how content editors and marketers can use the collaboration tools that [Kontent.ai](#) offers to streamline their content creation process. In the next chapter of this ebook, we'll take a look at [Headless CMS](#) and [SEO best practices](#).





Kontent.ai loves: **SEO.**

You've probably heard a lot about SEO, the process of optimizing your website to improve the quality and quantity of traffic coming from search engines. Let's explore in detail how a headless CMS can help you improve your search rank.

Search Engine Optimization (SEO)

A frequently discussed topic when choosing a headless CMS is whether it should have good Search Engine Optimization (SEO) support. My answer is yes, absolutely. SEO is a very broad topic, and unfortunately, many people think that the fancy [YOAST](#) plugin will solve their indexing problems in search engines. Extensions like YOAST are a great helper, but in the world of microservices, there are some tools that can deal with the issues you're facing more effectively. So let's find out how you can make your website more SEO-friendly with Kontent.ai.

Why content improves your rankings

First of all, we need to realize that content is essential in SEO. We don't write content for search engines, but for people—we want to offer the best answers to their questions. Your page won't appear as the first result in Google SERPs for a specific keyword if its content isn't relevant. By creating quality content, we can influence metrics that help us rank higher in the index: bounce rate, CTR, # of backlinks, social media shares, etc.

Here in Kontent.ai, we always base our content ideas on data suggesting what will help our audience and what answers they're looking for. I recommend **doing keyword research**, but it's always necessary to check what kind of context each keyword appears in. Take, for example, the term "Headless CMS"—a user who enters these two words into a search engine might be looking for the dictionary definition, while another wants to see a list of vendors offering Headless CMS. Therefore, search engines are moving more toward understanding the user context: someone who's already googled Headless CMS is going to see different results than someone who's typed the term into Google for the first time. So, understandably, it's always necessary to define who we're going to write the new article or page for.

The Internet is evolving and so are people's searching habits, so we check various variants of each keyword using the [SEMrush](#) tool. There are several tools that offer similar functionality; in fact, there are many you can choose from. The reason why we're using SEMrush is that it provides answers to questions that we're asking when creating content—term searches, country breakdowns, keyword questions, and lots of other insights. When choosing the tool,

we also took into account whether we could later integrate it with Kontent.ai via the API and search for insights about the keyword directly in Kontent.ai.

After the initial research, we write a first draft of the new article, putting in keywords that make sense in our context. However, an important thing to remember is not to overdo it—you should always keep the piece of content easy to read and not annoy the reader by stuffing in too many keywords. Then we continue in our classic workflow, and later the article is published.

SEO and Headless CMS from a technical point of view

Having a website that's correctly implemented will improve your search positions a lot. And that's where Kontent.ai has an advantage as a headless CMS because, when you're using a static site generator, the page is incredibly fast in [PageSpeed Insights](#). However, there are certain principles that must be followed.

In Kontent.ai, we can manage the following factors that affect the SEO rank:

- URL structure
- Metadata (title, description for search engines, and metadata for social networks)
- Correct and systematic use of heading tags (H1, H2 ...)
- Sitemap.xml
- ALT text for images
- Canonical tags
- Enabling indexing

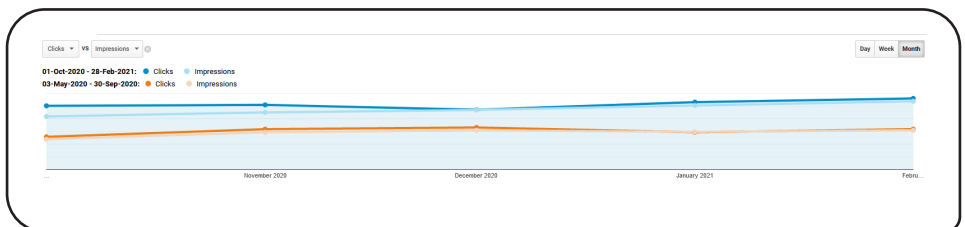
Working on the website, we also focused on the following things, which our web developer later implemented:

- Breadcrumbs
- Responsive design
- Minification (removing all unnecessary characters from CSS, JS, and HTML)
- Compression
- Cache
- [Structured data](#)

Kontent.ai offered us an advantage in implementing structured data, as we were able to use some data without having to create additional fields in the content type. For simple types of schema markups, we use [Schema Markup Generator \(Technical SEO\)](#); when dealing with more complex ones, we look at Google documentation and cooperate with our web developer. Nevertheless, the content of the individual structured data fields is generated automatically for us.

At the end of August 2020, we implemented all possible structured data. As early as October 2020, we saw the effect of the implementation when, because of our SEO improvements, there was a 25% increase in visitors compared to September, and we appeared 20% more times in search than in the month before.

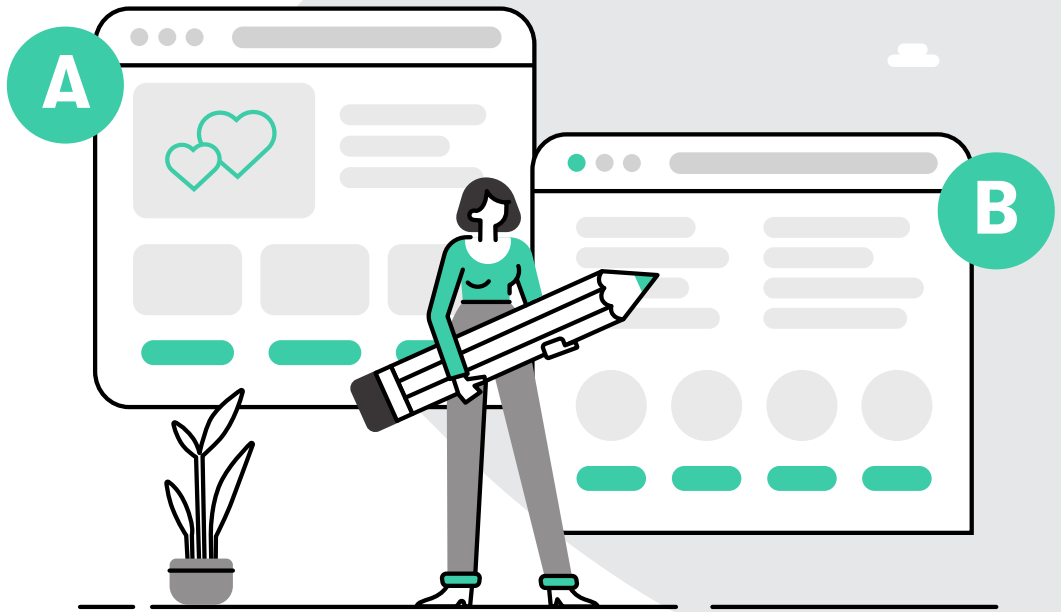
Thanks to technical optimizations for search engines, we can see an increase from October 2020 to February 2021 on the Kontent.ai website (compared to the previous period):



The number of impressions increased by 50% and the number of clicks grew by 45% in comparison to the previous period.

Conclusion

Headless CMS can help you a lot if you want to optimize your content for SEO. However, you should not forget that SEO can't be turned on with a button and that it's a long-term process in which creating engaging content for your target group plays a central role. External SEO factors such as link building and social media metrics will also depend on the quality of the content you create.



**Kontent.ai loves:
A/B tests.**

A/B testing, showing two versions of a page to two audiences and analyzing which performed better over a specific period of time, is an excellent way to figure out how you can increase conversion on your website.

Performing A/B tests

You create a lot of content for your customers, have visually appealing pages, and use CTA buttons, but are you sure that's what your target group wants? Using A/B testing, you can easily check whether the way you work and create content is the best approach to attract your target audience.

We at Kontent.ai created the headless CMS for the purpose of connecting it to various devices, so it does not come with its own A/B testing functionality. However, within the microservices architecture, we can easily integrate several A/B testing tools. The advantage is that these tools deal purely with A/B testing, so their conclusions are way more accurate than those of tools included in traditional CMSs.

A/B testing goals

First of all, we need to set a goal based on what we're going to test. If we want to see which of two slightly different versions of a form will perform better, then, without any doubt, our experiment will focus on an increase in the conversion rate. On the other hand, if we test our tone of voice in a blog post, the results won't be as straightforward. Nonetheless, we can easily deduce them using metrics such as time spent on the page, bounce rate, or exit rate. But where can one track these metrics?

A/B testing tools for Headless CMS

At Kontent.ai, we mainly use the [Google Optimize](#) tool for A/B testing, which suits us best. It works perfectly with the headless CMS, and the A/B test rendering does not disturb the user in any way. Setting up the A/B test is very simple, and if the marketer also knows HTML basics, they can move individual elements on the page without the help of a web developer. Using good A/B testing tools, you can set as a trigger UTM parameter, JavaScript code, cookies, but also behavior variables, location, or technology.

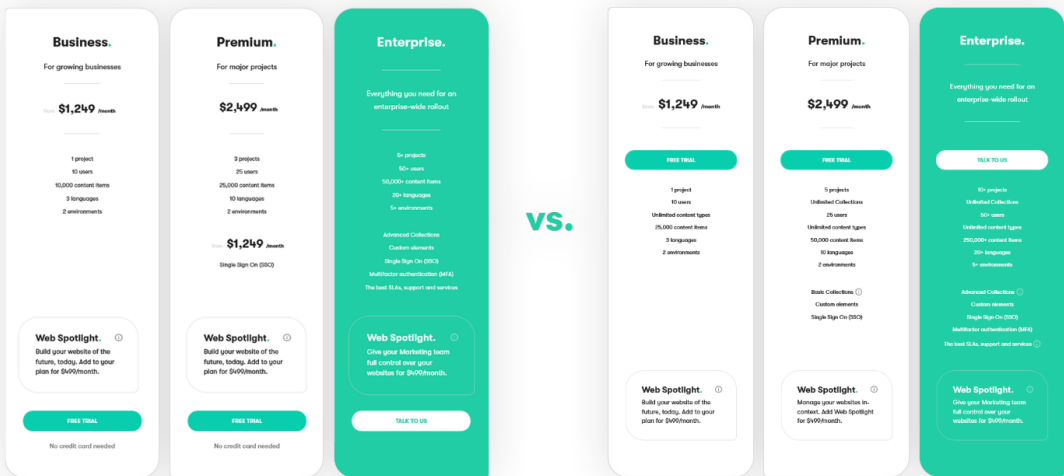
The tool, therefore, gives us a number of options. Imagine we're running a global campaign and want to find out whether people who come to our website from a search campaign in the UK like the tone of voice used on our website. Preparing such an A/B test is a piece of



cake, similar to changing the layout for those who go to our site via Facebook ads. However, it all depends on the traffic we generate on the page that we want to optimize. It's impossible to draw conclusions from an A/B test performed on a page visited by 100 people. To obtain conclusive results from an A/B test, I recommend evaluating at least 1,000 visits, ideally 1,000 visits per variant.

A/B test in practice

We've tried a lot of experiments on kontent.ai. Some time ago, we wanted to increase the trial conversion rate on our pricing page. So we used Google Optimize to move the CTA button up.



Tested variants on our pricing page

In less than a month, we had the results of the A/B test, and we were able to implement the change on the website. The findings indicated that moving the CTA up on the pricing page could bring us more conversions than the original version with the CTA at the end of the pricing column.

Conclusion

It's important to note that A/B testing is not personalizing the site based on the data we collect about users. A/B testing tools do not know whether the user on the other side is our customer or partner. However, they know how to answer questions about regional variations, UX, and user content and are thus great for checking our hypotheses about whether they reshape websites the best they can and serve us as we would like them to.





Kontent.ai loves: Analytics.

Using tools such as Google Analytics, you can monitor the effectiveness of your content marketing and use those insights to take action and improve your website. In this chapter, let's explore how you can combine a headless CMS with analytics tools.

Using data analytics tools to measure the success of our content

We produce a lot of content that we distribute across different channels. But are we sure that the content meets the goals we've set? Does it bring us more customers? In the digital age, it's very easy to answer these questions and understand the customer journey thanks to the microservices architecture we use.

Data analytics & Headless CMS

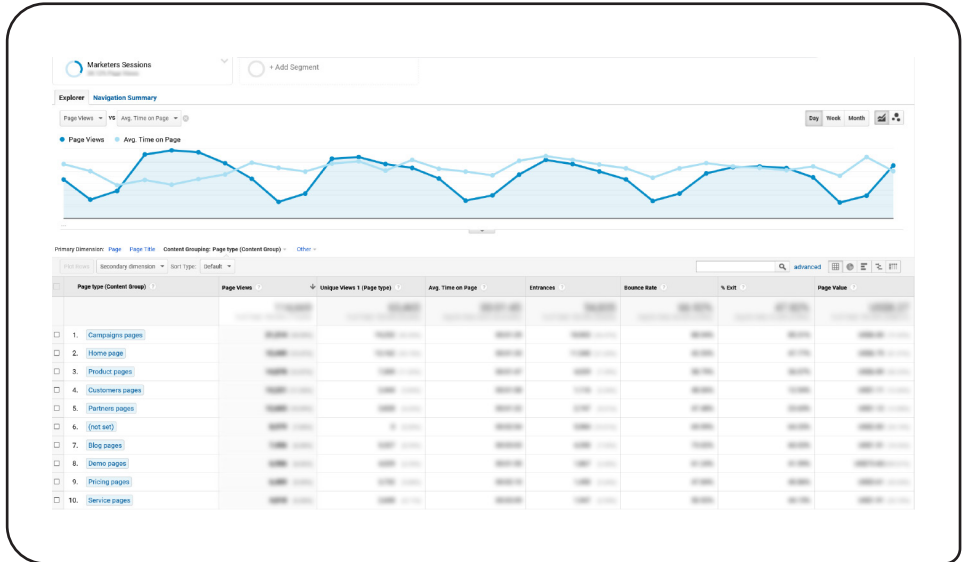
Kontent.ai, as a headless CMS, does not have a built-in analytics functionality. If you want to do an in-depth analysis of your content, I recommend using a tool that focuses solely on analytics and can process complex data from Kontent.ai. The tool we're talking about is [Google Analytics](#). The latest Version 4 even connects mobile applications to the web, just like Kontent.ai does in the world of content. Google Analytics is easy to implement, but a more in-depth analysis requires a more advanced setup. Kontent.ai can help you gain interesting insights into your content's performance by sending structured data to GA and other analytics tools in the data layer. Later, we can use this structured data for data segmentation.

It's essential to remember that each analysis should be based on a question correctly formed in advance. Ideally, we should ask ourselves that specific question when [designing our content model](#). If we know what we want to analyze, it's easy to prepare a content model for this purpose and thus ensure data flow. This can be information about blog categories, resource type, product information available in Kontent.ai, etc. Our headless CMS sends this structured data via API to the front end, and, from there, we can easily deliver it to data analytics tools.

In our team, we use custom dimensions for Google Analytics in this way. We can provide Google Analytics with information from Kontent.ai about which user persona the landing page, blog, or resource is intended for, and, when evaluating the customer journey, we analyze only the given segment. We can do the same when sending events to Google Analytics. The content editor in the Kontent.ai app fills in the event name, which we send to Google

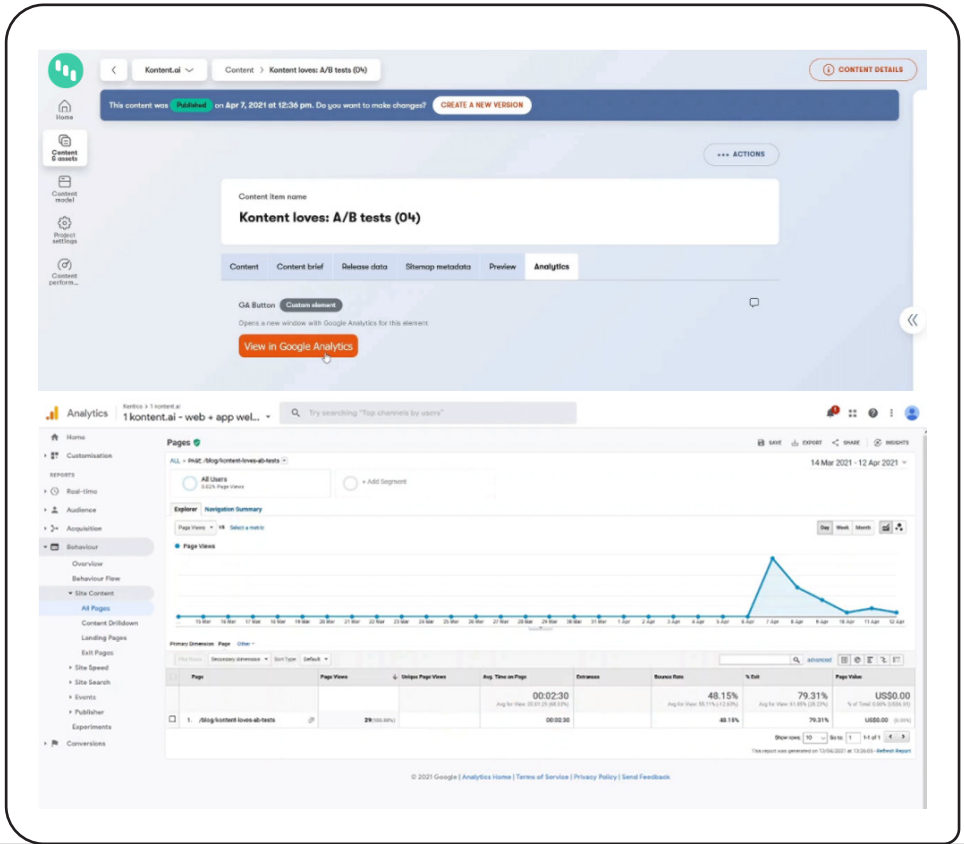


Analytics when a given user action occurs. Subsequently, we can easily create a goal from the event in the Google Analytics environment and thus measure success. You can read more about [integrating Kontent.ai with Google Analytics here](#).



Marketers Session in Google Analytics

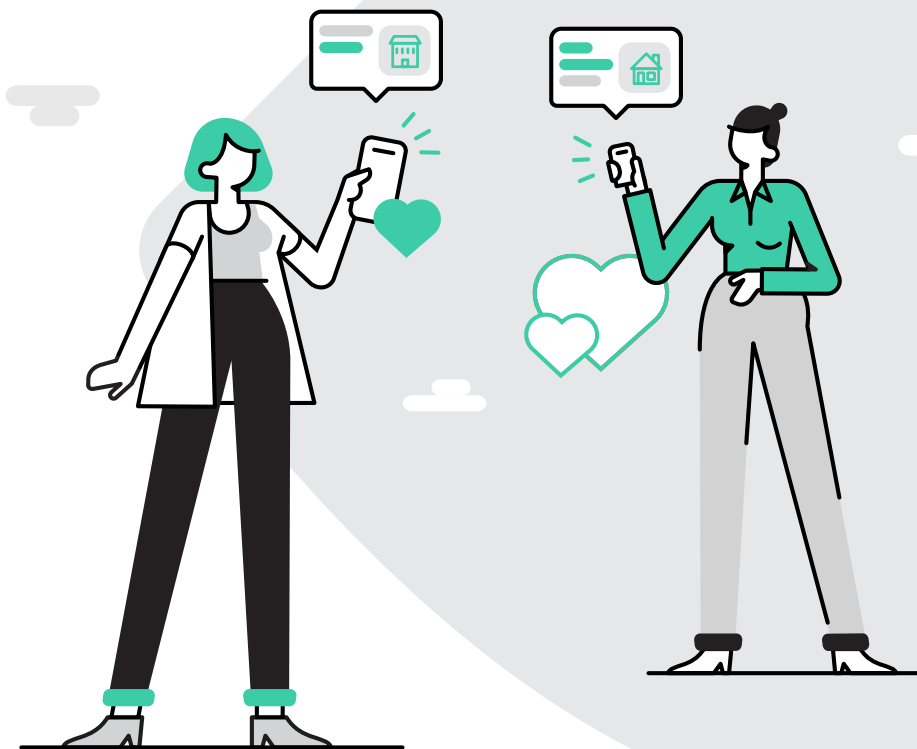
Of course, not everyone needs to look at such detailed analyses. It's often enough for a content editor to see how many people have read their blog post and how they discovered it. For these purposes, Google Analytics also provides a very quick and clear answer. We can even find out whether people read the article on their mobile device and where they are from to get more demographic and technological insights. Everything takes place in Google Analytics; however, we can make editors' lives easier and, using our custom element, send them to Google Analytics directly from Kontent.ai to look at the data of a specific page.



Looking at the performance of a content item in Google Analytics

Conclusion

To sum it up, the Kontent.ai headless CMS offers quality data inputs for basic as well as advanced analyses that require a combination of different data sets. By using microservices, we can get fascinating insights into the performance of the website and mobile application. There are many top data analytics tools on the market, and it doesn't matter which one you use, whether Google Analytics, Adobe Analytics, or Amplitude. You can deliver relevant data about your content to all of them using Kontent.ai.



Kontent.ai loves: Personalization.

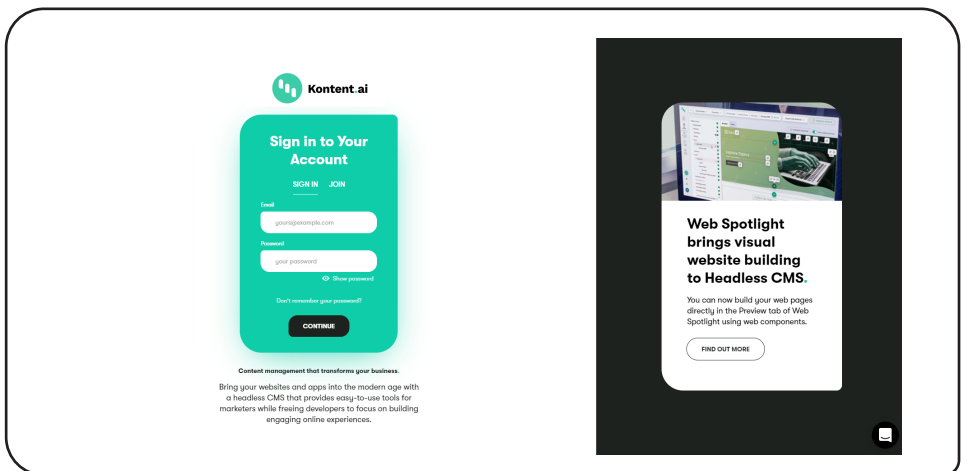
Personalized experiences help you build better relationships with your customers and show you care about them, so let's personalize the content on your website. All we need is Kontent.ai combined with a marketing automation tool. Ready to begin?

Personalization & Headless CMS

Personalization is another popular marketing tactic. In the headless CMS environment, you can personalize your messages across all communication channels, devices, apps (everything that's connected to the headless platform) from one place. This helps you avoid irrelevant communication and unifies the customer journey. In the world of microservices, Kontent.ai plays a central role in personalization, together with the marketing automation tool of your choice.

Visualize your personalization tactics

Creating personalized experiences is very challenging—at first, you may feel overwhelmed because you won't know how to begin your personalization efforts. That's why I always recommend thinking about the flow of your communication and visualizing your ideas using a tool such as [Miro](#) or [Lucidchart](#). And, of course, we need to **have data to personalize the experience**. In our team, we use [Pardot](#) to collect and aggregate data about users and, based on various parameters, personalize content at various locations on the website, e.g., on the sign-in or sign-up page.



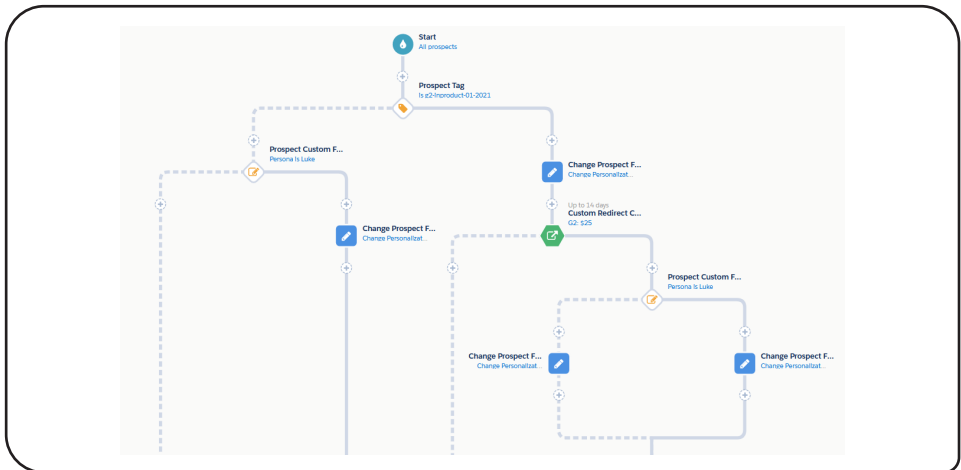
Personalized sign-in page with information about Web Spotlight



Data, data everywhere

We personalize our content based on the type of user (customer, partner, etc.), buyer/user persona, and region (or a combination of these). That means we have a pretty complex personalization scenario that could easily confuse anyone, so it's essential to use Miro Flow to check its consistency. Kontent.ai, with its content operation capabilities, will help you enormously when enabling personalization on your website. To be more specific, we use the [Schedule content publishing/unpublishing](#) functionality and leverage content item elements that we have already created to change messaging for a given segment using only the headless CMS.

There's no doubt that personalization is a time-consuming operation. However, thanks to the ability to reuse content, we have optimized our processes, and—despite having 12 versions of one page—we're able to keep the information up to date everywhere.



Personalizing your content in Pardot

How it's done

Basically, it works this way: we create multiple versions of a new page in Kontent.ai, one for each scenario, and with the help of our web developer, we embed [Pardot dynamic content](#) in the page so that we know what we should display to each visitor, and Kontent.ai delivers the preferred version of the page. As a result, Kontent.ai will provide each user with the most relevant content based on the data we have. If you want to learn more about our personalization process from a technical standpoint, read Ondrej Polesny's article [Personalizing static sites using Kontent.ai and Pardot](#).

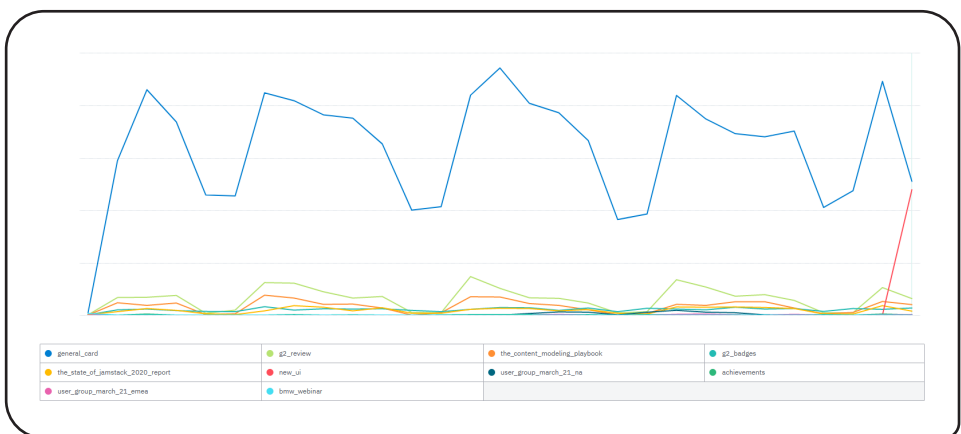


Our communication is now relevant in the regions where we operate and makes it easier for users to access materials that can help them streamline their work with Kontent.ai. Moreover, we can target the people the way we want, e.g., invite them to a webinar.

As you might expect, the personalization needs in B2B and B2C industries differ. The B2C sector will undoubtedly offer way more scenarios, as you can target a large number of different segments. And perhaps you have several personas defined in each of them, so that's a lot of messages. However, you can easily manage all of them using Kontent.ai.

To give you an example, if you're a travel agency, it doesn't matter whether you're targeting a family who plans their trip months in advance, a young couple who buys a last-minute holiday, or your loyal customers—it's easy to reach everyone and offer products and a personalized tone of voice that will engage them.

But we mustn't forget that we need to get data from all these versions of a page into our analytics tools to see if the personalization works well. It's necessary to pay attention to each segment separately and observe each customer journey on its own.

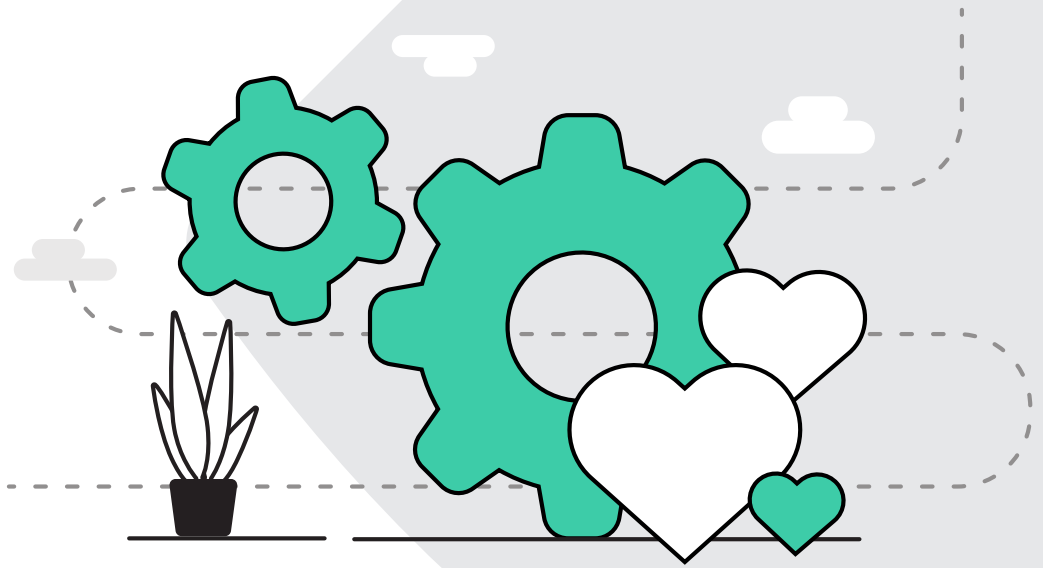


Personalized variants of the sign-in page in Amplitude

Conclusion & bonus tip

If you plan to personalize your content with a headless CMS, then I can only recommend it. Thanks to the microservices architecture, we can use the collected data without the hassle of managing the displayed content, and the analysis of its performance is also simple. Nevertheless, it's always essential to check that our Miro board with personalization info is up to date so we don't get lost when communicating with our users.





Kontent.ai loves: Marketing automation.

Using marketing automation, you're better able to qualify leads and pass them onto sales. Let's have a look at how you can use Kontent.ai together with a marketing automation tool such as Pardot.

Marketing automation & Headless CMS

Combining a marketing automation tool and a headless content management system (CMS), you can effectively leverage the user data you have and make your email communication truly relevant—just like messages on other channels where you engage with customers. Kontent.ai enables you to communicate more effectively. Not only can you create your marketing automation emails in the headless CMS, but the platform also helps you collect valuable data that will guide you along the way.

Integrating Headless CMS with a marketing automation tool

Thanks to its headless nature, Kontent.ai can be connected to any device but also a tool that needs to work with content. Marketing automation tools, in which you work with emails, browser notifications, or push notifications for mobile phones, are no exception. It's very easy for us to integrate Kontent.ai with a marketing automation tool so we can create content for individual campaigns. To produce content for marketing automation fast, we use:

- Workflow (specifically, limiting which roles can transition to the next step and edit the final version of the content)
- Localization
- Versioning

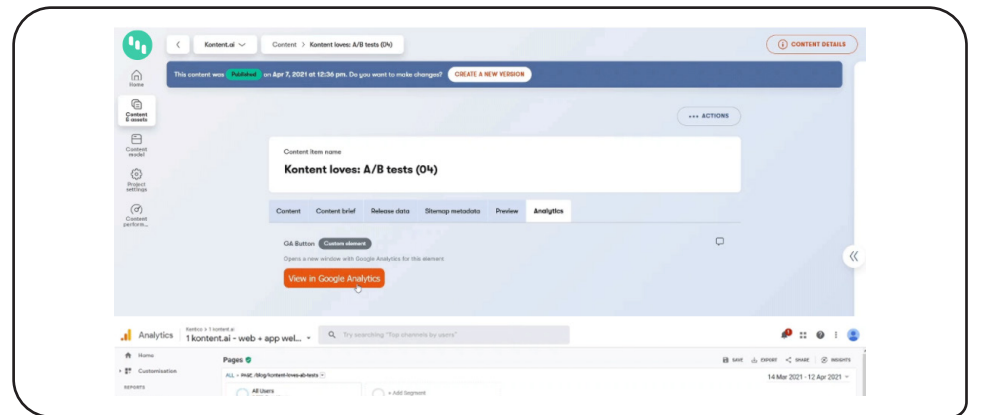
A considerable perk of using a headless CMS is also structured content that I've mentioned in the previous chapters. Here in this context, its advantage lies in the fact that the content editor cannot break the HTML layout.

Moreover, your integration with a marketing automation tool doesn't have to be limited to content-related areas only. The headless CMS can also help you with implementing the right form. We in the marketing team use Pardot, and, for our needs, we've created an integration between Kontent.ai and Pardot Forms.

All we have to do is add the Pardot endpoint to Kontent.ai, and, thanks to our Universal Marketing Landing Page (UMLP—see [Chapter 1 for more details](#)), we can create a complete landing page without needing any developer involvement. Data collection thus takes place



automatically. Our marketing specialist then creates segments based on the collected data and continues designing the relevant customer journey.



Inserting Pardot URL into Kontent.ai

Delivering the most relevant content to your users

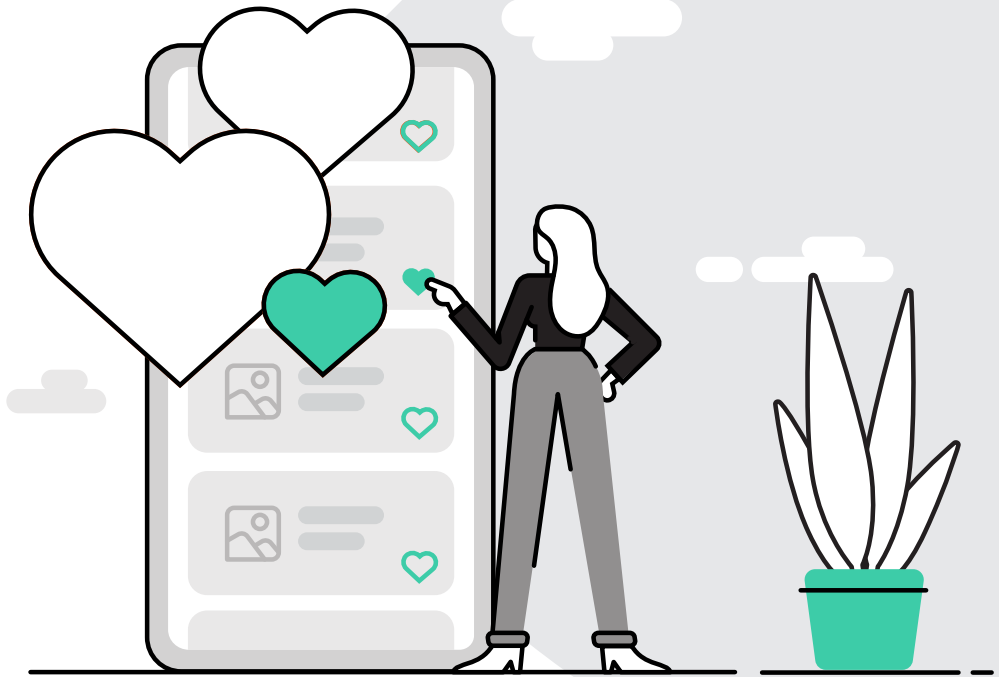
Advanced marketing automation tools include recommendation engines that enable you to send personalized emails based on your customers' online behavior. If you've correctly created your taxonomies, the headless CMS will make it easy for you to recommend relevant articles and other content in your newsletters and other email messages. Your web developer can create an XML feed, which is then added to the marketing automation tool. Structured data can tell the recommendation engine what content is suitable for a given user and show them content tailored to their needs—in your email communication as well as on your website.

With Kontent.ai, we can send the data we've collected to the marketing automation tool, which will help us with an aggregate calculation of the user's segment and persona. The content editor selects the persona for whom the article is intended, and the marketing automation tool can aggregate this data and automatically show the visitor only the content that is most relevant to them at each step of the customer journey.

Conclusion

This chapter contained a lot of theory. However, my goal was to show you that the limits of using a headless CMS as a centralized tool for your content are almost endless. We are constantly looking for new ways in which Kontent.ai can help us manage content.





Kontent.ai loves: Ads and social media.

Did you know that you can create social media posts and ads inside a headless CMS to ensure content consistency and avoid using multiple tools? Let's see how it's done.

Organic and paid promotion

As a centralized tool for your content, Kontent.ai can also be used for creating new posts for social networks or even ads for your PPC campaigns. The headless CMS is not limited to managing content on your website—with more or less complex integrations, you can leverage the Content-as-a-Service (CaaS) capabilities of Kontent.ai and focus on other channels as well.

Organic promotion

Many organizations use complex processes to create content for social networks. Localizations, regional campaigns, or product offerings that are different in other parts of the world can lead to complicated content publishing processes. However, you can connect the Kontent.ai headless CMS to Facebook, Twitter, or LinkedIn using a simple integration with Zapier that helps you automate repetitive tasks. This way, you can schedule the publishing of your article and share the news on one or more of your social media accounts at the same time.

The editorial calendar gives you an overview of your content without needing to use another application for social network management. Moreover, you can use the workflow steps designed based on your internal processes, so people in your marketing and other teams can quickly check what your brand is going to communicate in the following days and weeks.

Paid promotion

Thanks to its powerful API, Kontent.ai can also function as a content management tool for ads. The main advantage here is again maintaining our internal processes and delivering content to other channels from one place.

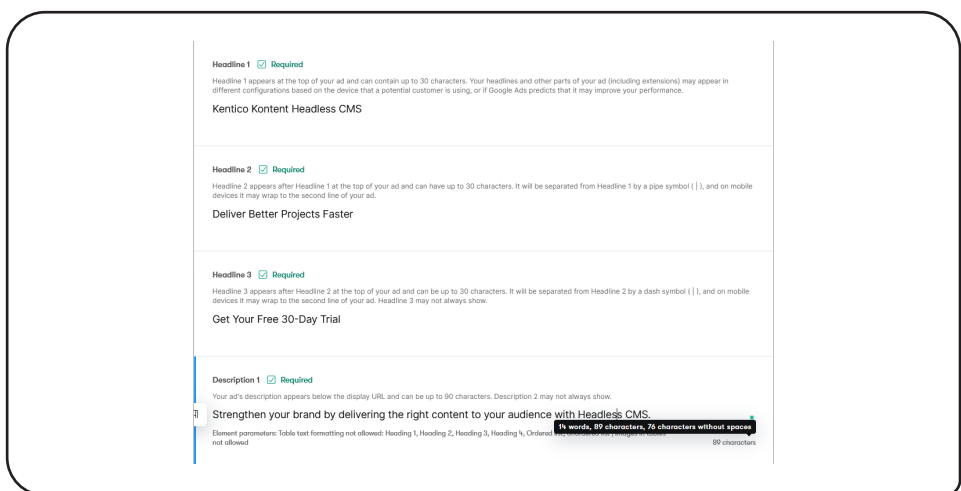
All team members, including copywriters, graphic designers, or campaign specialists, can perform their tasks in one tool. When the ads are ready, the specialist responsible for the campaign then simply forwards the approved content to Google Ads, Facebook Ads, or Twitter Ads and sets up the campaign. And these don't have to be just text ads for Google.



The API interface enables you to send and process other forms of advertisements, such as pictures or videos.

Know your limit

A thing that comes in handy when preparing social media posts and ads in Kontent.ai is this character counter (see the screenshot below). It displays how many characters you've already typed. And if you prepare guidelines for each field (e.g., Twitter—use up to 280 characters), your editors will know when they're reaching the limit.



This way, we can always keep the information about character limits on individual platforms up to date. Plus, if your content model is created correctly, you can reuse successful content for a new campaign.

Google Ads character limits in Kontent.ai

Conclusion

In this and the previous article from the Kontent.ai loves series, I wanted to show you that there's a wide variety of use cases for Kontent.ai, and you're by no means limited to creating content only for your website. You can store any kind of content in the headless CMS and use it as your content hub. In fact, it's essential to point out that having a single source of truth is one of the greatest benefits of using a headless CMS.



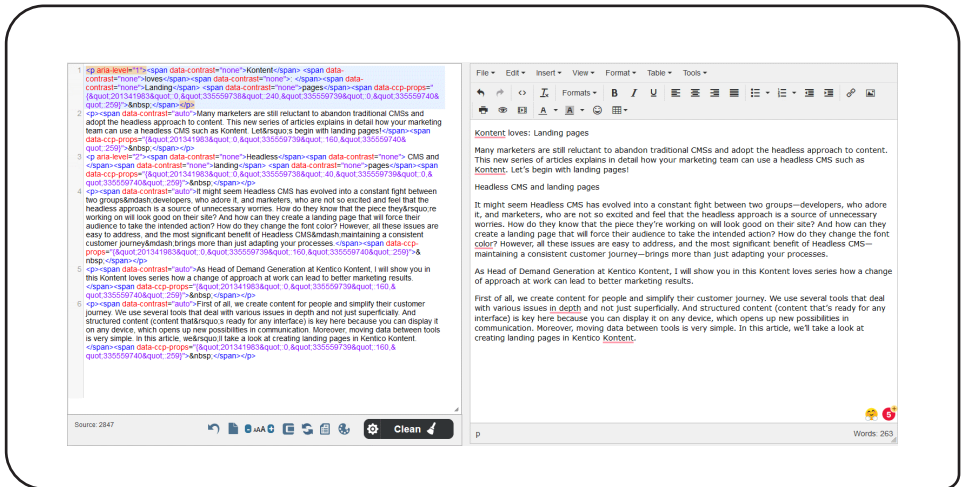


Kontent.ai hates: WYSIWYG.

Although WYSIWYG (What You See Is What You Get) editors might seem like the easiest way to ensure your page looks right, this approach fails to separate your presentation and content layers, messes up the code of your website, and disables content reuse. Well, if not WYSIWYG, what then?

WYS (What You See) is not WYG (What You Get)

At first glance, a WYSIWYG editor is great for every marketer and content editor—text formatting is easy, the possibilities of using fonts, colors, or font styles are unlimited. It's kind of a web Word. However, what users often don't realize is that the content they create in WYSIWYG editors is usually not reusable, often doesn't follow their brand guidelines (e.g., a different typeface or color), and makes a mess in the HTML code.



Content copied from Word into a WYSIWYG editor with an excessive amount of formatting that could break the design of our page.

Here comes the rich text editor

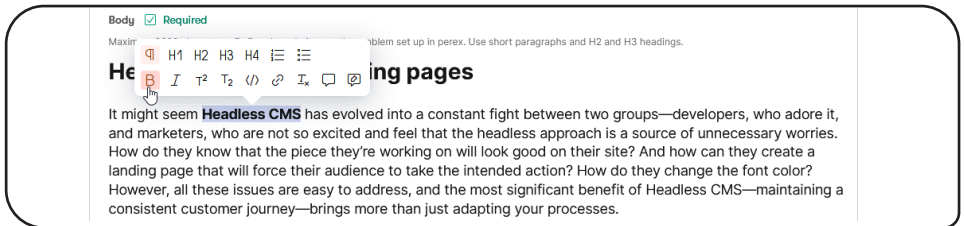
Since I started using the Kontent.ai headless CMS, I've realized that it's totally unnecessary to create landing pages in a WYSIWYG editor. We have strict brand guidelines we need to follow in our company, so the overwhelming majority of functionality (fonts, spacing, colors, etc.) offered by WYSIWYG is useless.





Our design manual is implemented directly into the web graphics, and Kontent.ai's rich text editor gives us enough freedom in creating text while providing us with boundaries so that we don't produce any off-brand content. As a result, we're communicating consistently everywhere.

Rich text editor enables basic work with text such as creating paragraphs and headings, adding images or other media, and inserting other content items (e.g., an ebook, testimonial, or a YouTube video). When structured like this, your content is future-proofed and can be easily reused. You can [find out more about the rich text editor here](#).



Rich text editor in Kontent.ai

You won't break the design

The rich text editor also gives us the ability to effortlessly deliver content to any other device, and it does not break the layout of the page like WYSIWYG editors do when a content creator or marketer uses non-standard formatting. Additionally, web developers are happy because no unwanted code gets into their HTML and CSS.

Even though we no longer use Word in our team on an everyday basis, we can't avoid it in certain situations. However, when we receive a Word file from someone outside Kontent.ai, we can just copy and paste the text from Word to Kontent.ai. The rich text editor removes all unnecessary formatting and keeps only the important stuff (H1-H4 headings, bold or italicized text, paragraphs, bullet points, etc.).

Conclusion

When working with Kontent.ai, you no longer need to use the functionality of WYSIWYG editors, which can sometimes make your job stressful and more difficult. Kontent.ai, with its rich text editor, fully supports omnichannel strategy and consistency in communication.

Thank you for taking the time to read this ebook that discusses the benefits that a headless CMS brings to marketers, covering everything from content creation to distribution. If you have any questions about how to use Kontent.ai in your marketing team, feel free to [contact me on LinkedIn](#) :).





Kontent.ai

About Kontent.ai.

Kontent.ai is the world's leading cloud-based headless CMS platform that offers easy-to-use content management tools for marketers while freeing developers to focus on building engaging online experiences.

Companies across a wide range of industries have built their online experiences on top of Kontent.ai, including Vogue, PPG, Oxford University, AC Milan, and Konica Minolta. Additionally, Kontent.ai is regularly included in key industry reports published by Gartner, Forrester Research, and G2.

Try the headless CMS that simplifies content production for marketers and frees developers to focus on building engaging online experiences!

**[SEE KONTENT.AI](#)
[IN ACTION →](#)**

