STYLA

Don't Manage
Content Orchestrate It

CONTENT IS WHAT TELLS YOUR BRAND'S STORY AND DRIVES ENGAGEMENT
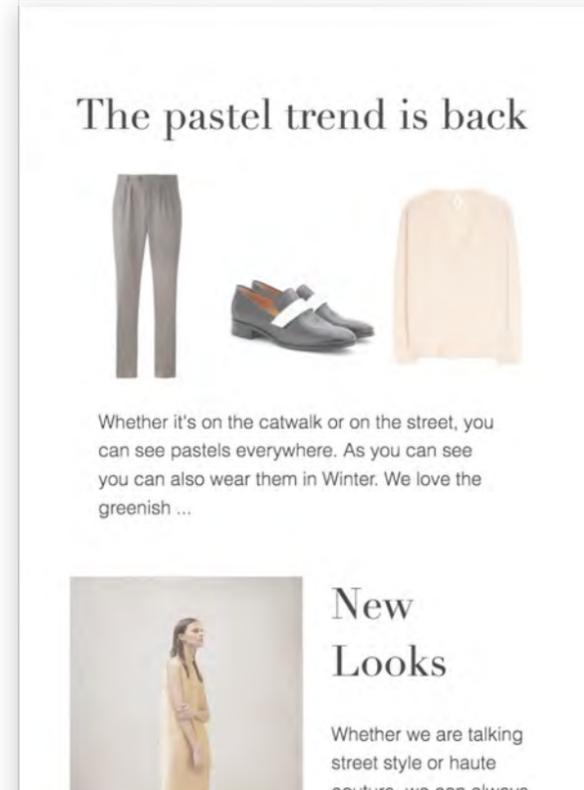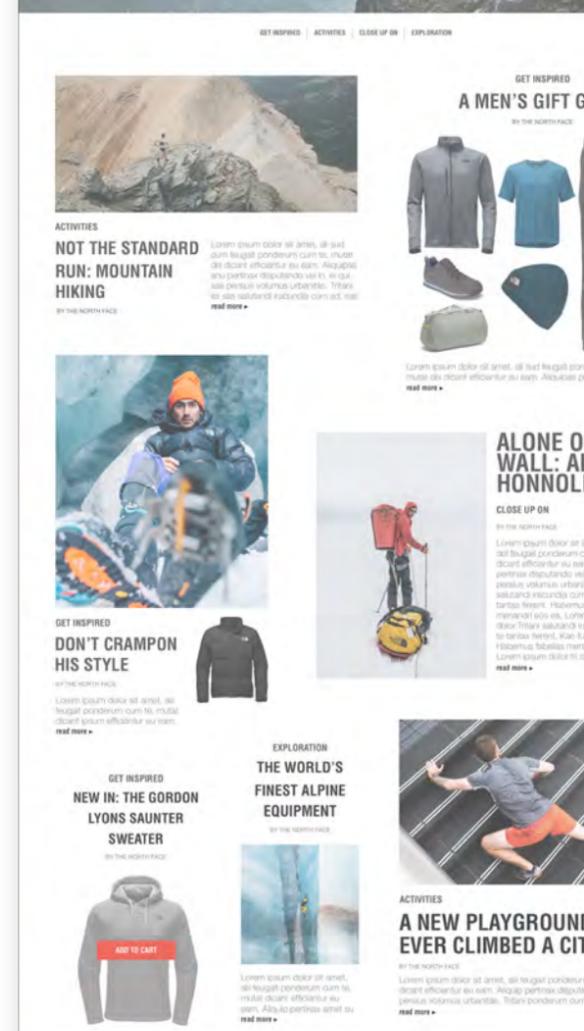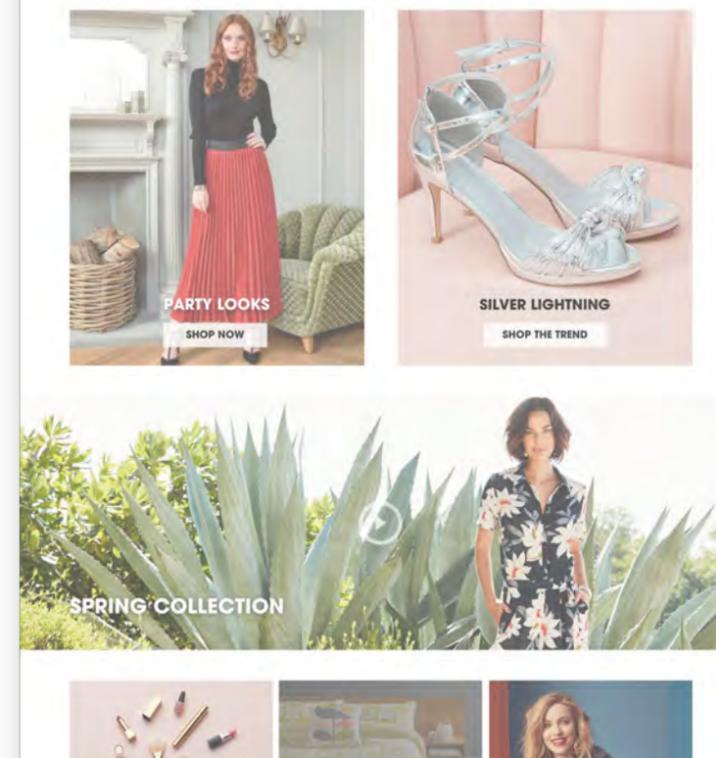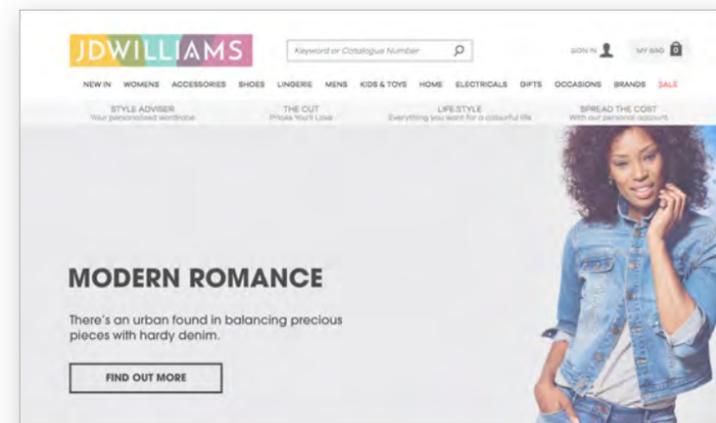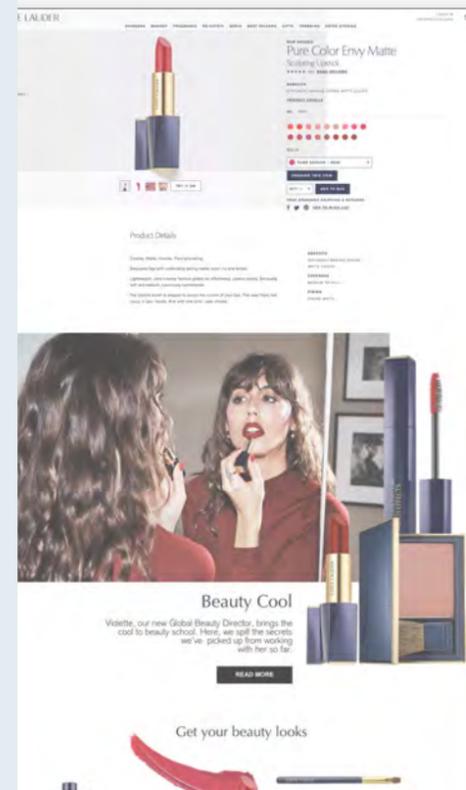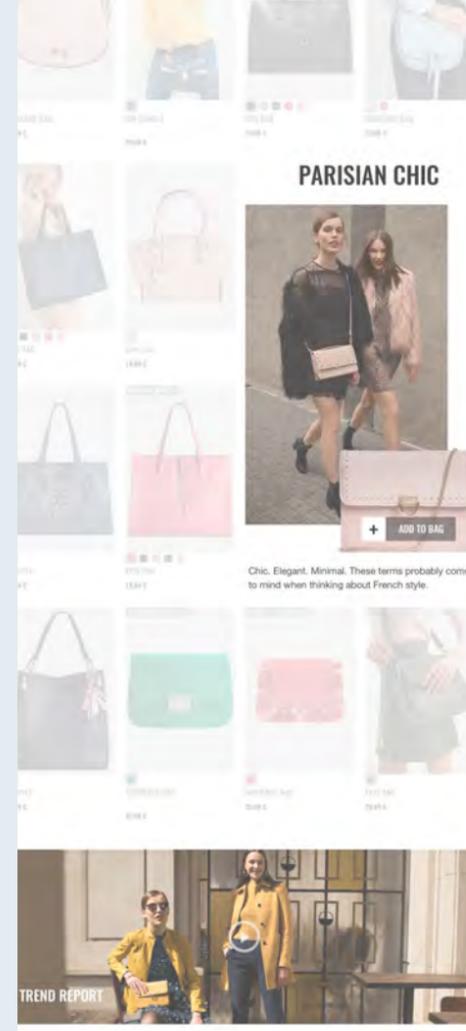
Branded Content Evolution

Solitary Content Hubs

Blogs

Look books

THEN

Shoppable Videos

UGC

Content Experience across Touch points

Blogs

Look books 2.0

Hotspot Shopping

Guided Selling

NOW

STYLA
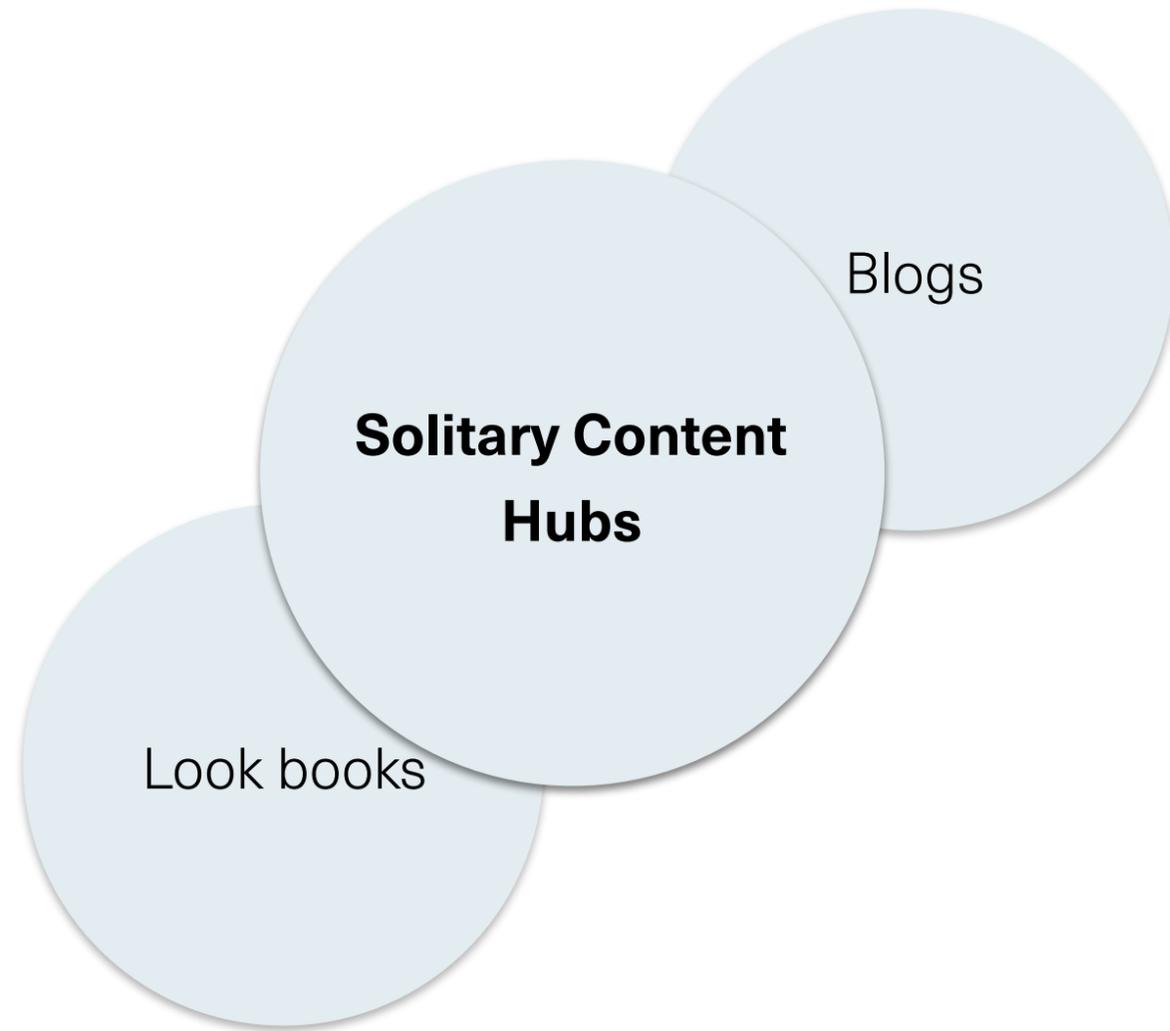
MISSED OPPORTUNITIES

# Tangible Differentiation

How to Beat Amazon
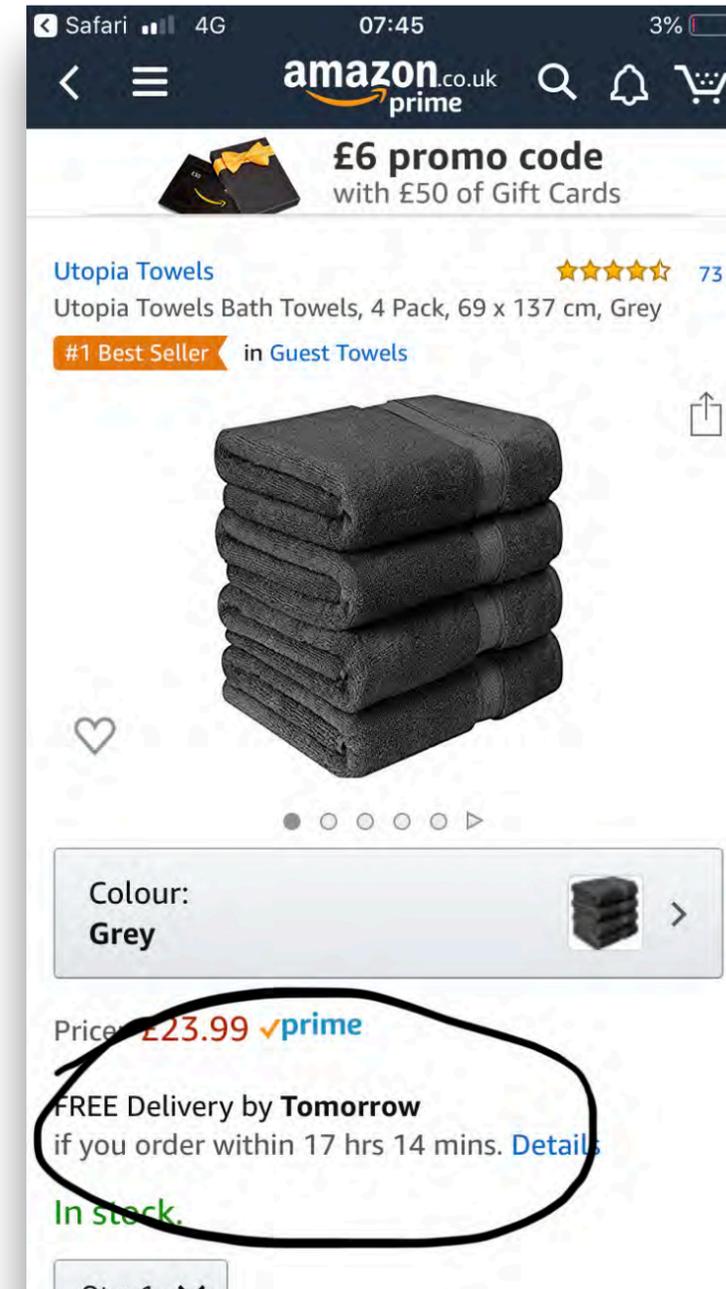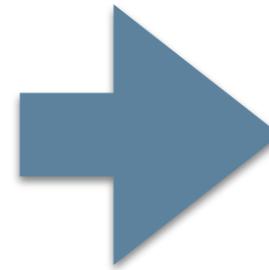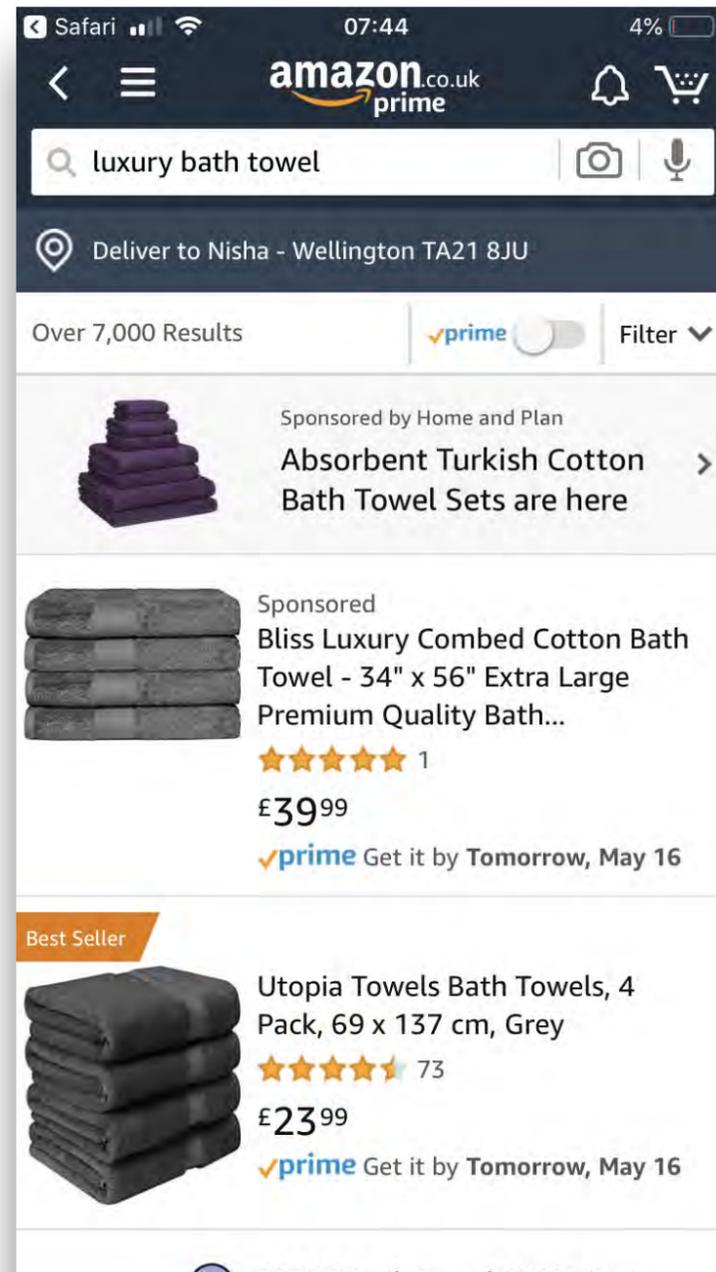
Marketing Is Just the Start of the Story

Ensure Coherence
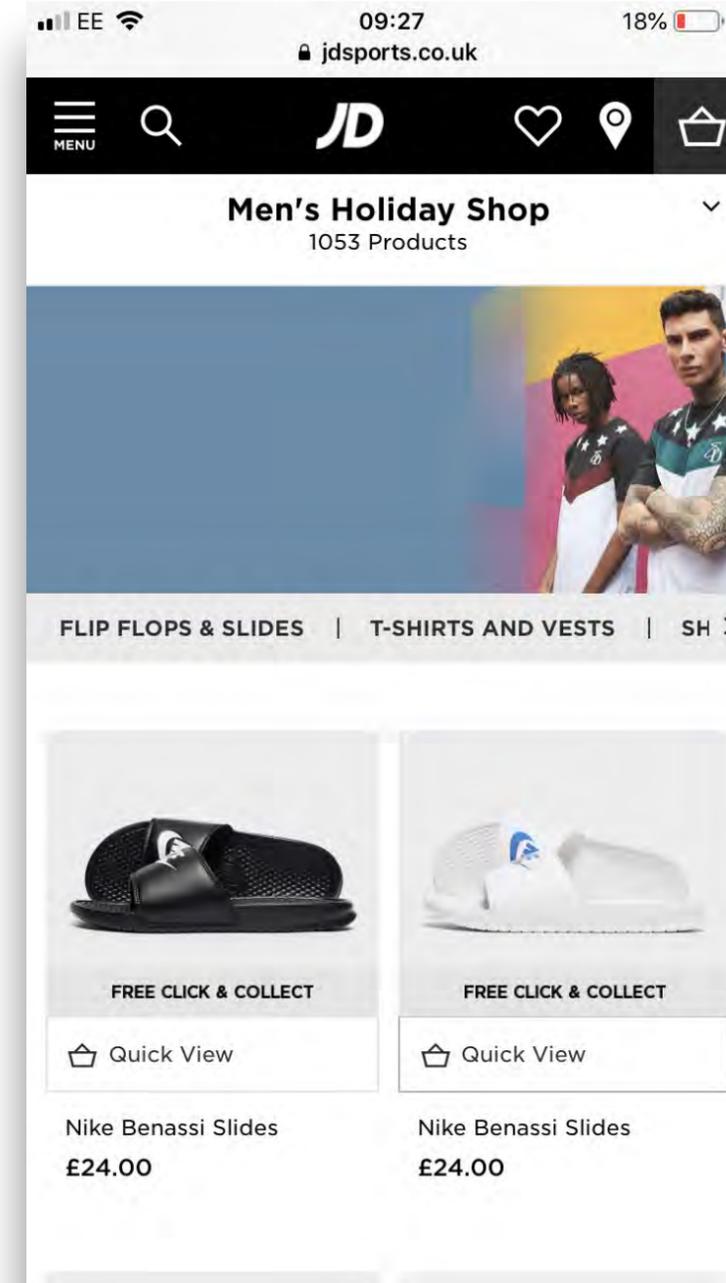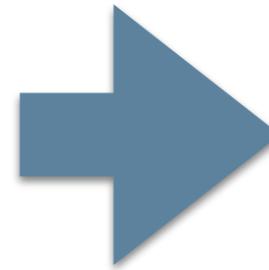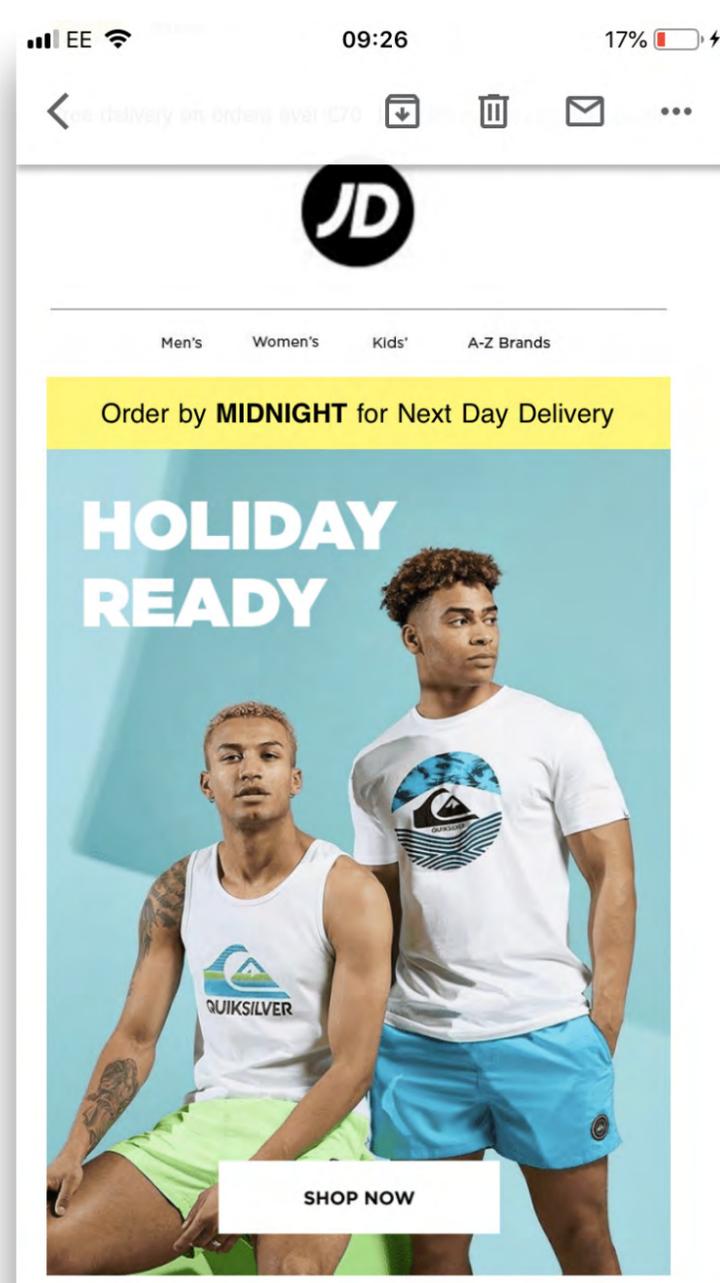
Don't Fall at the Final Hurdle

..Be Different

STYLA
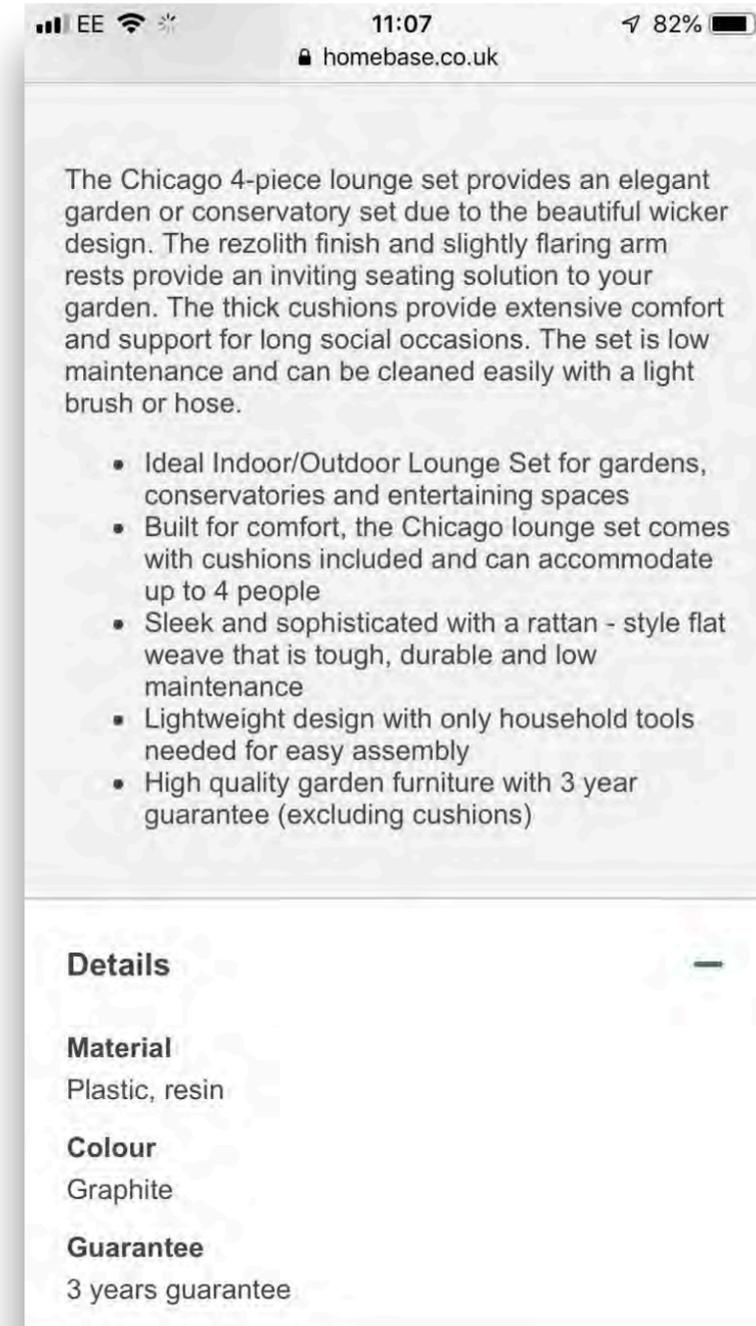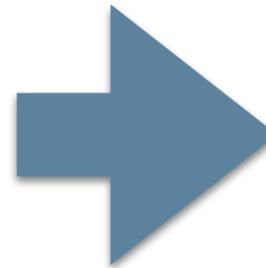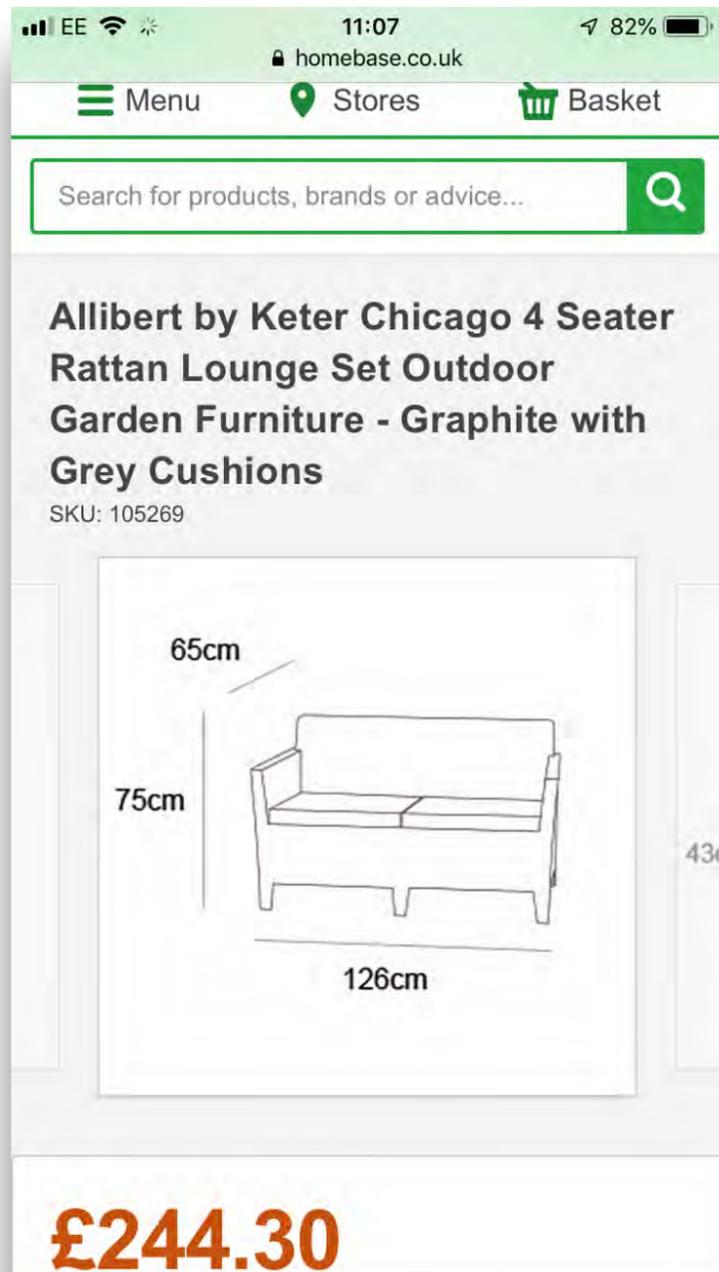
GREAT CONTENT EXPERIENCES

The Results of Great Content Experiences

1. Improves
UX
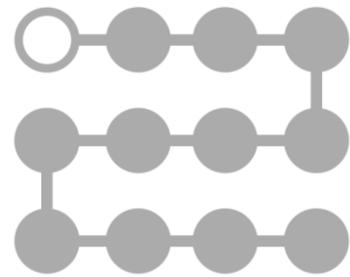
2. Makes product discovery
an experience

3. Increases conversion
metrics

Increase engagement

Stand out from the crowd

Increase sales

1. Improve UX through Storytelling
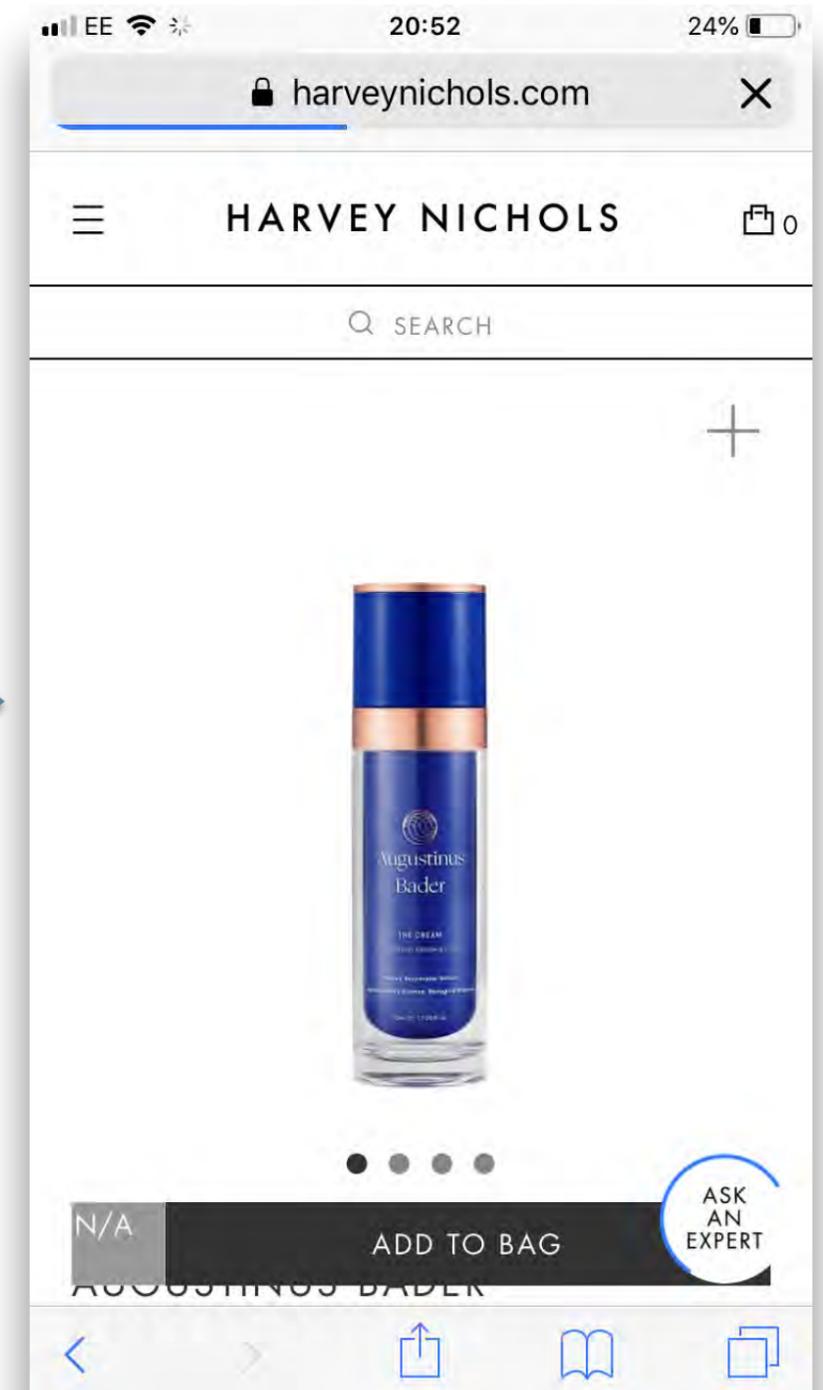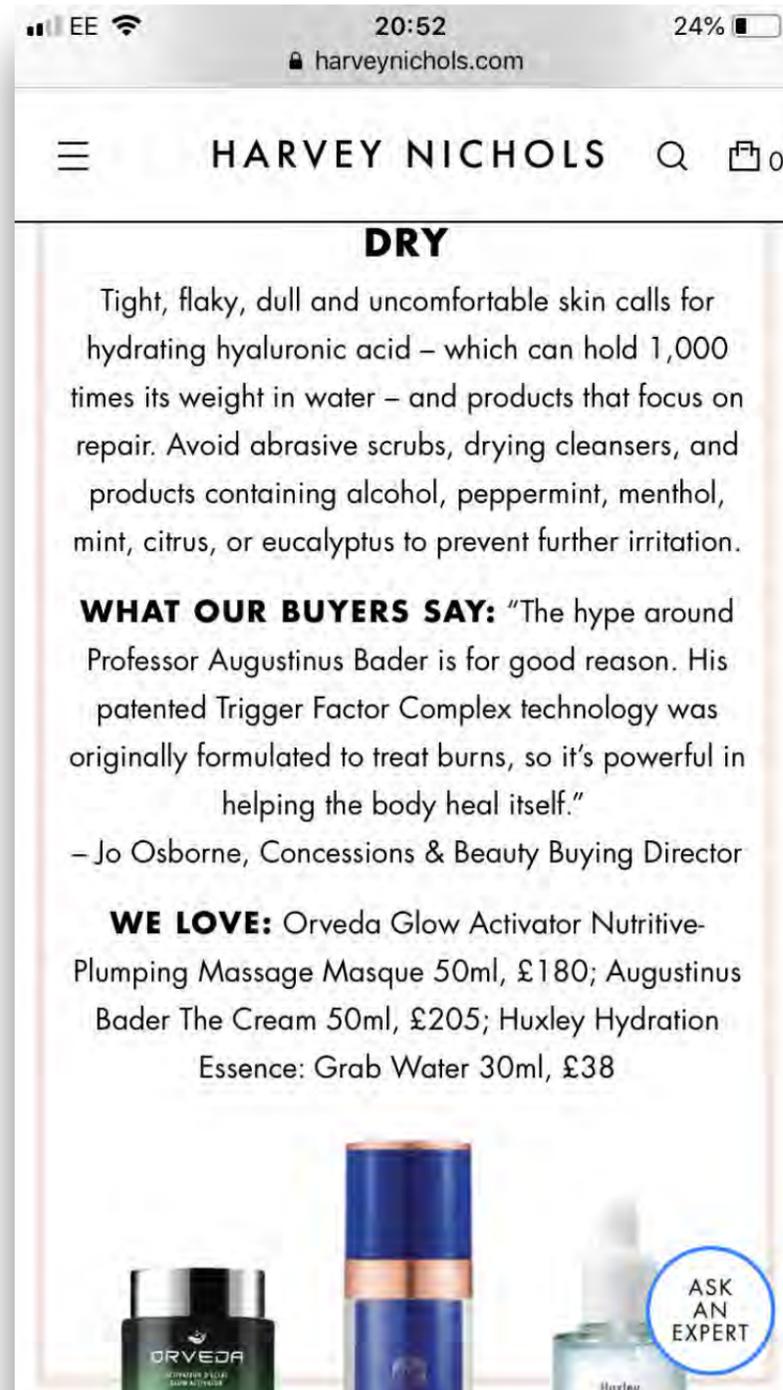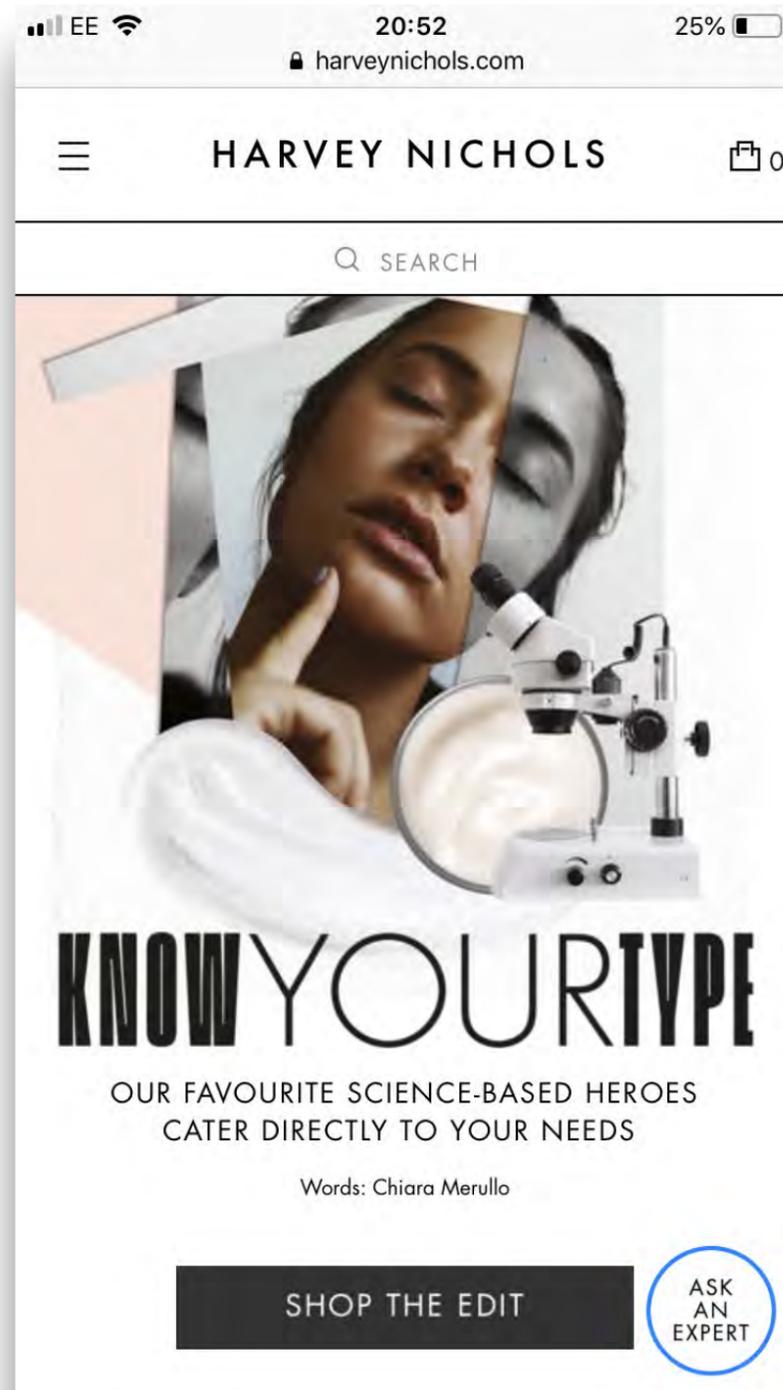
STYLA

2. Make Product Discovery an Experience
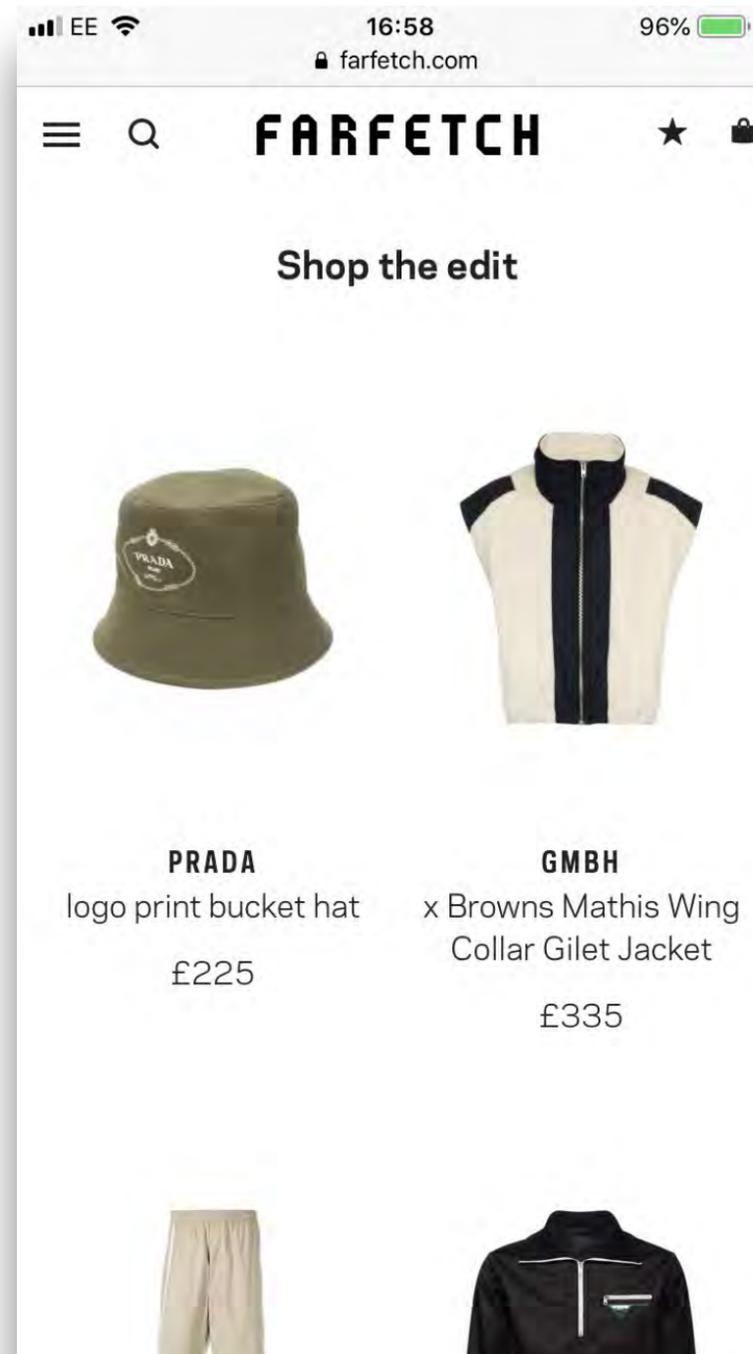
3. Increase Conversion Metrics
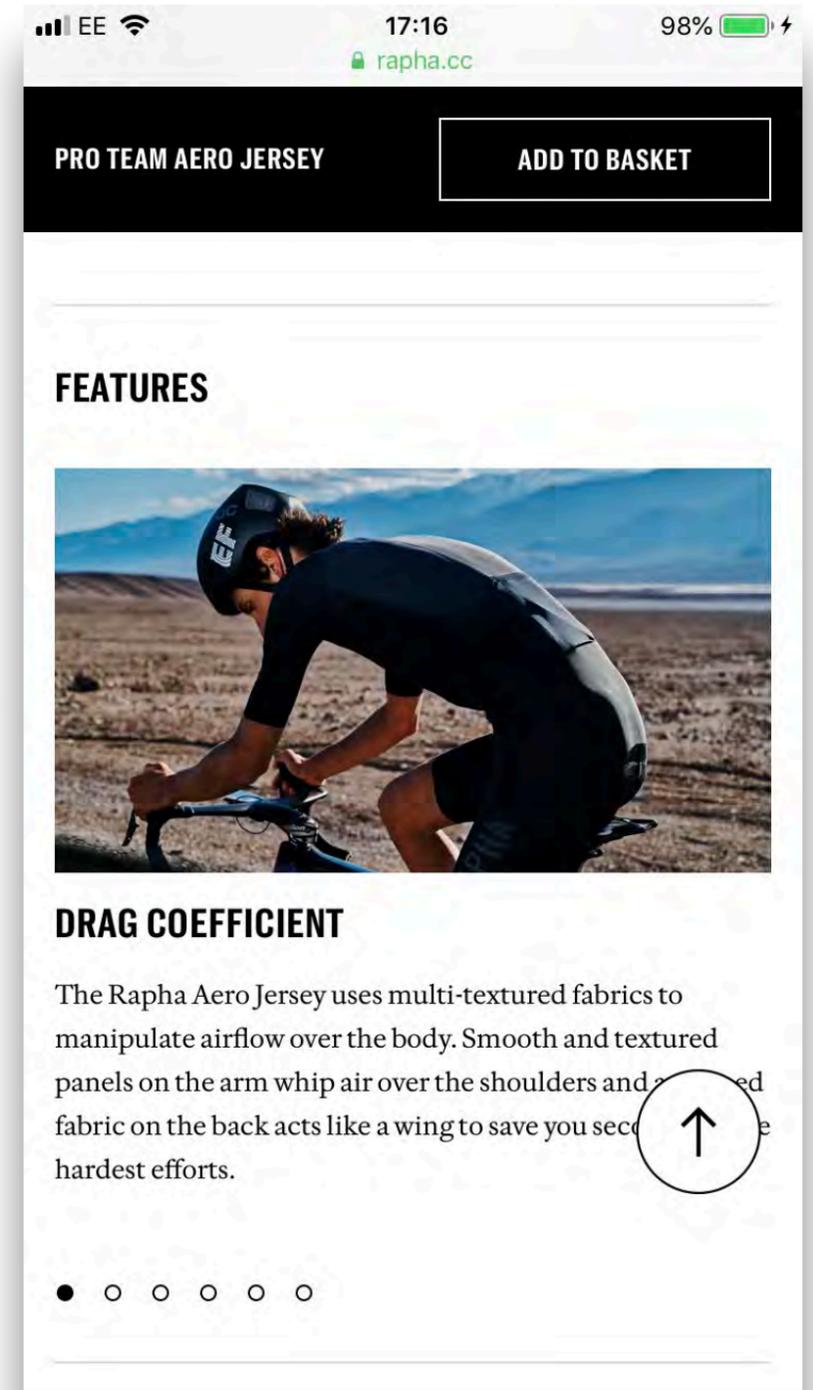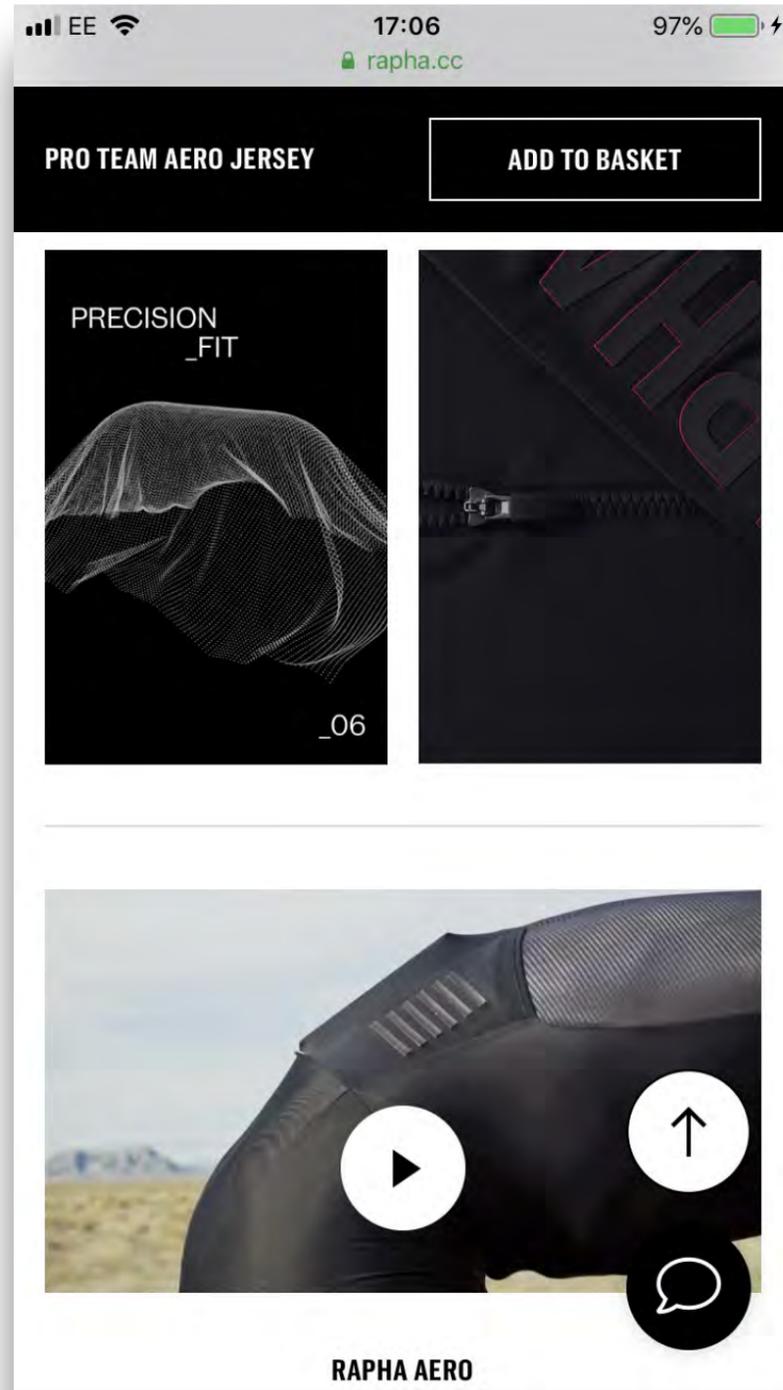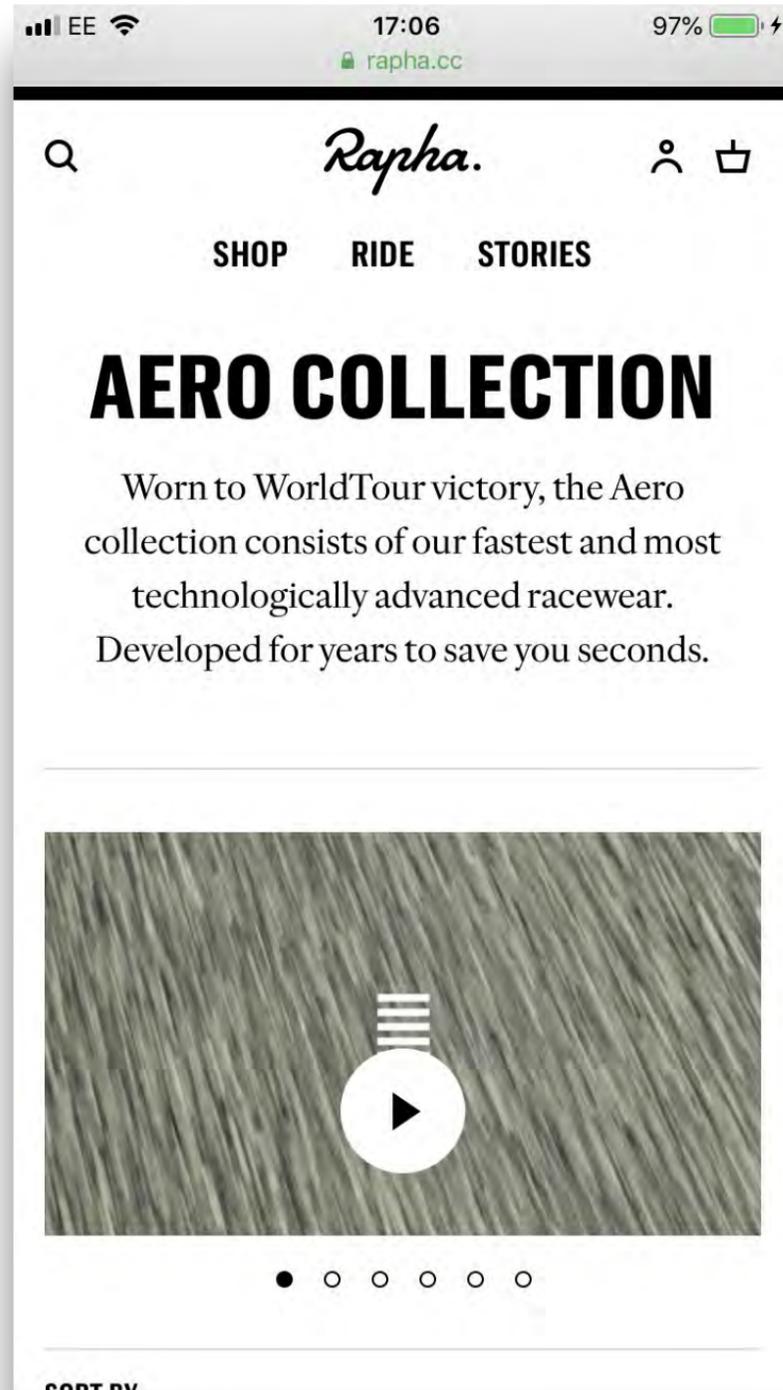
STYLA

WHY ISN'T EVERYBODY DOING THIS?

The Evolution of Web CMS

Agile Content Curation and Orchestration Will Redefine CMS

TODAY

**ENTERPRISE
CMS PLATFORM**

**Advanced digital experience,
Owned by IT,
Expensive**

AGILE CMS

**Advanced DXP,
Owned by ecom,
FAST**

**ECOM
PLATFORM
CMS**

**Basic page configuration,
All coded,
Owned by IT**

**HEADLESS
CMS**

**Super advanced DXP,
Very Technical,
Expensive**

TRADITIONAL

MODERN

TYPICAL PROCESS

Design	Develop	Release
Concept	Internal IT/ agency	Internal QA/ Test
Storyboard	HTML/JS	Plan release
Digital Assets	Schedule work	Schedule release
Gather requirements		
Internal team/ agency		

3 - 12 weeks

STYLA PROCESS

Design	Develop	Release
Concept		Schedule release
Storyboard		
Digital Assets		
Internal team		

1 - 2 days

Modules

Drag a module to the page on the right to start editing.

BANNER	DIVIDER
EDITORIAL SHOPPING	YOUR STORIES
HTML	IMAGE
INSTAGRAM	PRODUCT

Template 1

Row Layout   Row Width   Top Spacing

A Poetic Play On Colour

Row Layout   Row Width   Top Spacing

Your Stories

Row Layout   Row Width   Top Spacing

STYLA

Styla is an essential part in the ecosystem

Styla seamlessly integrates into all system landscapes and provides a dynamic front end experience layer.

STYLA
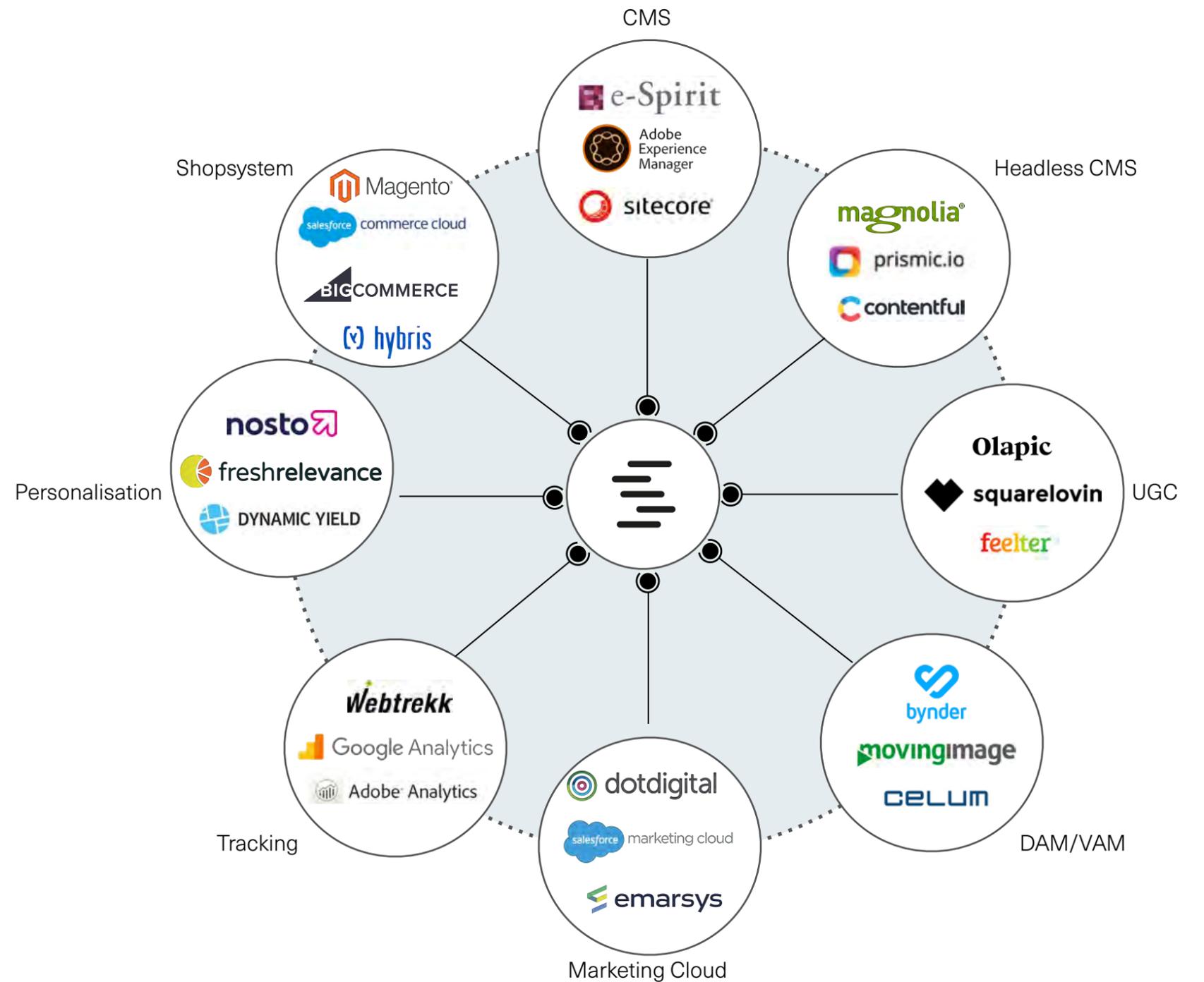
Conclusion

- Make product discover exciting & relevant!

- Tell and story & keep the cart close!

- Leverage user generated content & video!

DON'T MANAGE CONTENT -
ORCHESTRATE IT