

ADK Group: Web Platform Guide

SALES FUNNEL EDITION

If your website's job is to get people as far along in the sales funnel as possible, there are only two platform types we recommend taking a close look at: a Content Management System (CMS), or a Hybrid CMS/Drag-&-Drop Web Builder. As we mentioned in our previous article, there is only one Hybrid CMS/Drag-&-Drop provider: HubSpot but, we feel that they are a significant option for a side-by-side comparison. As you look at the qualities below, there is no formula or decision tree that will help you determine the right answer. Its different for every website and organization. Use the guide to get a better understanding of the capabilities of each platform type and contact us for a more in-depth conversation to help you get to the right decision for you.

Platform Type	Notes
CONVERSION FOCUSED: Are you focused on engagement with content or conversions?	
CMS	<ul style="list-style-type: none">• best for content engagement
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none">• best for conversion (gated content distribution)
PERSONALIZATIONS: To what degree do you plan to personalize experiences for users (before the login)?	
CMS	<ul style="list-style-type: none">• most providers have large libraries for plug-ins that include options for personalization of content
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none">• designed for high degrees of personalization
FUNNEL TESTING: How often do you plan to make changes to your sales funnel?	
CMS	<ul style="list-style-type: none">• easy to make frequent content changes but reporting not optimized for the sales manager
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none">• designed to handle many and frequent sales funnel changes• integrated with many marketing platforms for end-to-end tracking and reporting
MONTHLY BUDGET: How much do you plan to spend each month on your website?	
CMS	<ul style="list-style-type: none">• are traditionally free to use (plus the cost of any pay-to-play plugins or services)
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none">• the bells and whistles that come with higher levels of conversion customizations and tracking come at a price of (apox.) \$300 per month
CUSTOMIZABILITY: How often do you plan to make changes to the existing content?	
CMS	<ul style="list-style-type: none">• has the most plugins for customizations• can change to source code to create unique customizations
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none">• helps to have knowledge of coding for extended customizations

SCALABILITY: How will the functionality of your website need to scale over time?	
CMS	<ul style="list-style-type: none"> • have the most plugins for added functionality • are the most widely know so (almost) any developer can implement customizations down the road
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none"> • not meant to be scaled beyond the purpose of converting leads
DEVELOPER FRIENDLY: Who will be building the website?	
CMS	<ul style="list-style-type: none"> • best for developers with experience in PHP • can edit source code • most have large communities for support which make it easy for developers to get answers quickly
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none"> • non-developer friendly • cannot edit source code for unique customizations
SPEED: How important is performance speed?	
CMS	<ul style="list-style-type: none"> • fast if using an out-of-the-box template but customizations can add time • most have large communities for support which make it easy for developers to get answers quickly
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none"> • fast if using an out-of-the-box template but customizations can add time
OWNERSHIP: Who possesses the master copy of your website?	
CMS	<ul style="list-style-type: none"> • like owning • changes from platform providers cannot effect your website because your instance is downloaded to a machine you own (rather than cloud based)
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none"> • like leasing • you do not download your own instance so if your platform provider implements a major change to their service, you have no control over how that effects your website
MAINTAINABILITY: Who will be maintaining your website?	
CMS	<ul style="list-style-type: none"> • requires manual updates every every 30-60 days but you can employ a third party service to automate this
Hybrid CMS/Drag-&-Drop	<ul style="list-style-type: none"> • little maintenance necessary

Confused what we mean by platform type (CMS, Drag & Drop, etc.)? [Read more here](#). Check out [similar guides](#) for websites that have different purposes.

This guide was made in July, 2017 and the landscape is constantly changing. For the most relevant information, reach out to us to schedule a conversation about your website needs.