

creator[™]
by zmag[®]

3 Ways You Can Do More with Magento Page Builder

Give your marketing team the tools they need to stay
ahead of the competition



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Introduction:

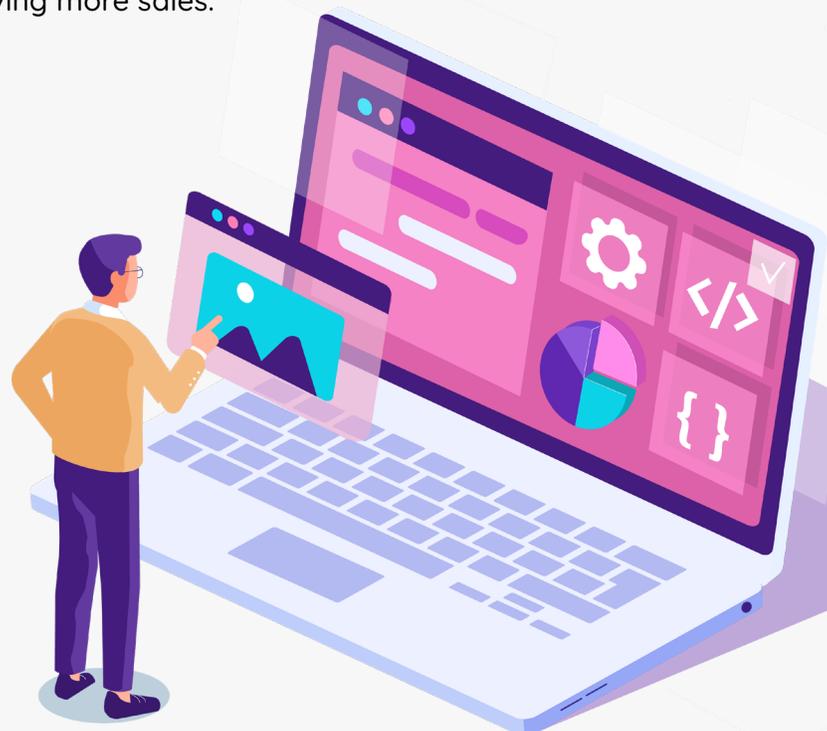
What is Magento Page Builder?

Magento released Page Builder as a useful tool for creating and editing webpages. Page Builder has an intuitive drag-and-drop interface allowing users to easily create and configure both product pages and categories. This tool simplifies the process when designing webpages.

With this simplification there does come limitations with Page Builder. eCommerce marketing teams are often stuck with rigid templates and no creative flexibility when using Page Builder. If they want to create interactive content, it usually takes a lot of time and lengthy development work.

What if we told you there's a better way? Brands like Signature Hardware and J.McLaughlin use Creator - a digital experience platform (DXP) transforming how customers experience digital commerce everywhere - with Page Builder to gain the flexibility to build and publish web pages without involving a developer, meaning you can get fresh content in front of your audience in minutes instead of days. This reduces the time and cost it takes to make changes by eliminating reliance on a developer while increasing your marketing team's agility.

By using Creator, you can get started on transforming what you thought was possible with Page Builder in less than 60 minutes. Utilizing template-free, no-compromise-necessary, digital experience creation, your marketing team's imagination can run wild as you add compelling interactivity to your web page while driving more sales.



Challenges & Solutions

When using a solution like Page Builder, marketing teams often must either design content within pre-built templates or take design files (from Photoshop, Figma, Sketch, etc.), and splice these up to either fit pre-built components or have their development teams code the pages out. This frustrates both the design teams and marketing teams because they could not easily build interactive digital experiences that reflected their brand and drove revenue.

Let's take a closer look at the challenges that these run into and some potential solutions.

Cookie cutter designs are becoming too common

Companies like Magento and Salesforce Commerce Cloud have built their businesses around offering webpage templates with simplified customization abilities and minimal user experience (UX) improvement. While this saves some time and money on the front end, the consequence is an ocean of boxy, template webpages that rarely stand out from one another. In today's digital buying world it is more important than ever to make sure you are taking your web-page design and UX to the next level.

One solution would be building your custom web page from scratch to meet the needs of your marketing team. This allows your team to develop a completely unique UX and gives full control of the entire experience from the landing page to calls-to-action.

Advanced page design requires extensive coding knowledge

While standing out amongst your competition is a must, building unique digital experiences from scratch is not always an option for everyone. Some brands tap into solutions such as Page Builder, while others turn to developers to build webpages and digital experiences from scratch. It goes without saying, that the experiences developers create takes extensive coding knowledge to both build and edit.

Development work can either be done in house if your company has its own developer or you can hire a third-party to build and maintain your website. By working with a developer, you have the necessary tools to tailor your UX and make any changes you need whether it is making inventory updates or responding to seasonal campaigns.



Making changes on web pages can take time

The retail and eCommerce sector is constantly evolving and responding to its seasonality. Unfortunately, one of the major disadvantages of leveraging Page Builder or a developer is the time it takes to make changes to the digital experience. When your marketing team must rely on a developer to make any changes it reduces their ability to be nimble and edit on the fly. Regardless of how minor, all changes will need to be coded by the developer and on top of that your bound by their bandwidth.

The best solution here would be to take advantage of the creative abilities of a solution that can seamlessly integrate with Page Builder and/or your existing tech stack. By finding the right DXP for your business you can easily create and edit your own digital experiences removing the need for pre-built templates or a developer to code any changes. When leveraging a quality DXP your marketing team can own the design, publishing, and maintenance of these interactive experiences, which will increase their ability to make quick changes in minutes instead of days.



Why you should consider Creator as your DXP

Remove developers from the equation

Never again compromise your vision or timeline based on developers' capability or capacity. With Creator, your marketing team can build and maintain your website without the need of additional support from developers.

Differentiate with limitless flexibility

Break free from static and rigid Page Builder templates, without the need for coding.

Unify your martech and eCommerce technology stacks to optimize content so that it's intelligent and seamlessly integrated.

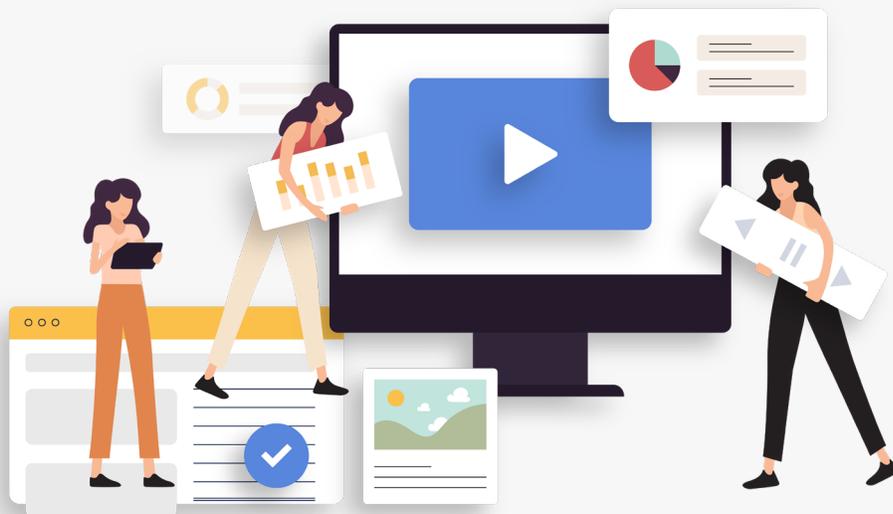
Quickly and easily create rich digital experiences

Out of the box interactivity which makes it easy to animate, incorporate video & UGC, and most importantly, multi-merchandize. Creator is a one stop shop for any marketing team looking to take control of their web page design and maintenance from start to finish.

More importantly, your team can rapidly respond to changes in inventory and pricing, introduce new products and even entire product catalogs, all without needing to redesign or redeploy pages intelligent and seamlessly integrated.

Built for speed, scale, and success

Save time and resources by eliminating development and/or third-party support, and quickly build experiences at scale, optimized for any device type, marketing channel, and language variant.





Hear what existing users are saying:



Signature Hardware

Brand Design Manager

Creator Design File Conversion cut the time my team spends creating content in creator by over 90%. Creator saves time and gives me peace of mind that we will hit every deadline.



Cox & Cox

CRM Manager

I was looking for an interactive solution for a long time that was achievable without a developer. Creator has empowered us to use exciting interactive and shoppable elements without the need for additional resources or coding.



Malina Ragoopath

Associate Director of Creative Communications and Digital Strategy

We are excited to have something that enables us to create more engaging and interactive content for our audiences. It's visually appealing, easy to use, easy to update, and gives much opportunity for creativity.



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