



# Why headless holds the key to IoT marketing

IoT devices like smart speakers and smart phones are taking the consumer market by storm. With a headless CMS, marketers can harness this momentum instead of being swept away by it.

The internet is no longer accessed on desktops, laptops, smartphones, and tablets alone. Even connected TVs are old news. As we venture into 2019, smart speakers, smarter glasses, and intelligent beacons in retail stores are changing the way consumers live, work, and relax.

As the consumer's attention continues to fragment across these different channels, what's a marketer to do?

## Understanding IoT marketing

The IoT era has opened up new doors for marketers to interact with their target audience, and to provide innovative customer experiences.

Yet, these new experiences aren't considered luxuries by consumers. On the contrary, consumers now expect personalized experiences in the form of websites, apps, and smart speakers. And when they visit your physical locations.

Despite Amazon's market-changing Echo being less than three years old, 72 percent of consumers who own a voice-activated device say they use it as part of their daily routine.





Meanwhile, the number of connected wearable devices alone is expected to jump from an estimated 325 million in 2016 to over 830 million in 2020. Such is the scale and penetration of the IoT market.

With those figures in mind, marketers need to analyze their existing MarTech stack and ask one, simple question: are we ready?

If your marketing initiatives don't conform to these consumer trends, you're at risk of falling behind your competition—or worse yet, being marked as a passé (or trivial or out-of-date) player in your industry by your own customers.

IoT marketing is a concept that seeks to broaden digital marketing initiatives. It's about producing content and experiences beyond web browsers and smartphones just as you always have, but it's also about distributing personalized, contextualized, and interactive content on touchpoints including Amazon Echo, the iWatch, the kiosk at your local mall, and the large screens at your next event.

All you need is a headless CMS.

## How does a headless CMS help with IoT marketing?

A conventional CMS is built to deliver content to a web browser—and maybe a smartphone app, at a stretch. That's because the "head" of the CMS, is restricted to a template or theme that's built for a web browser.

But if you remove that "head," all you have left is the content. Suddenly, your "headless" content can be sent to any screen, any device, any third-party MarTech tool. It can even be sent to Amazon so Alexa can read it aloud through an Alexa Skill.

To cut a long story short, a headless CMS is built for the IoT era. Here's how:

- **Reach consumers more often—and in the ways they enjoy:** With headless content management, your content can go beyond web pages and mobile apps, reaching consumers through the touchpoints of tomorrow.
- **More martech freedom:** A headless CMS enables marketers (and developers!) to use the tools they love most—without restrictions.
- **Save time through content repurposing:** Marketers can use a headless CMS to write content once and reuse it anywhere, saving hours of work that can be deployed elsewhere.
- **Future-proof your content:** There's no telling what IoT device will emerge next. With a headless CMS, your marketing content can be distributed to any touchpoint—even the touchpoints that don't yet exist.



### For IoT device dominance, go headless

As the world and its many devices become more connected, 2019 is the time to adopt a content management system that’s market-friendly, yet flexible enough to deliver content to any device, channel, or touchpoint. A conventional CMS simply won’t cut it. If you’re aiming to thrive in the IoT era, it’s time to go headless.

### See Sitecore’s headless CMS platform in action

Schedule a demo with one of our product experts to see Sitecore’s headless content management functionalities in action. During the demo, you’ll learn how your brand can:

- Deliver personalized content to any device or touchpoint.
- Collect useful data across a broader range of channels.
- Provide modern, omnichannel customer experiences with ease.

Schedule a demo →