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ContactOut + Webflow Enterprise

PRESENTED BY

Simone Garcia

she/hers

Account Executive - Growth

Sam Yee

she/hers

Solutions Engineer

Agenda



1 ContactOut + Webflow:
Alignment

2 Collaboration in Webflow

3 Webflow Enterprise: Demo

4 Next steps

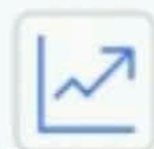
ContactOut priorities and goals:



Increase team agility and efficiency

Enable marketing + design team to own site management and drive inbound lead funnel.

Reduce fragmentation; manage teams, not tools.



Increase velocity of content delivery

Sharpen competitive edge through investment in thoughtful content strategy.

Give teams flexibility over content look-and-feel; accelerate speed at which new content is published.



Build scalable site management process to drive expansion

Streamline how digital assets are managed to decrease “total cost of ownership” while increasing revenue generation.

What Webflow Enterprise solves for:

Marketing and Design teams require agility and control over site projects to deliver top-notch content and expand market reach.

Webflow combines ease of use with a powerful CMS and design experience, bridging the design/development divide.



Enabling Marketing autonomy



Expediting content delivery + revenue generation



Scale + future-proofing

Team roles in action



Joseph + Design
Marketing + Design

Design + Engineering
Product Design

Marketing/Growth
Content

Rob
Approval

Can design & publish

Team leader, controls what changes go to production, in charge of design system

Can design

Trusted teammate empowered to build and update design system but not publish

Can edit

Marketing contributor invited to make content additions and edits only

Commenter

Stakeholder invited to leave and reply to feedback via comments only

Works in Designer

Can edit existing classes

Can create new classes

Can publish the website

Can approve publish requests from teammates

Works in Designer

Can edit existing classes

Can create new classes

Cannot publish the website

Works in Editor (or Designer in Edit mode)

Cannot edit any classes

Can only add, edit, and publish individual CMS items

Invited to Designer to leave comments

Cannot edit any classes

Cannot edit content

Webflow Enterprise: Demo



Building In Webflow

to increase speed to market

- 1 Building with Components
- 2 Content Management System
- 3 Edit Mode

Collaborate In Webflow

with a x-functional team

1 Page Branching

2 Publishing Workflows

3 Site Activity Log