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ContactOut + Webflow Enterprise

PRESENTED BY

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Agenda

1 ContactOut + Webflow: Alignment

2 Collaboration in Webflow

3 Webflow Enterprise: Demo

4 Next steps

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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.

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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

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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

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Webflow Enterprise: Demo

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Building In Webflow

to increase speed to market

1 Building with Components

2 Content Management System

3 Edit Mode

Webflow

Collaborate In Webflow

with a x-functional team

1 Page Branching

2 Publishing Workflows

3 Site Activity Log

Webflow