

CMS Platform Migration



Lord&Taylor CMS Platform Migration

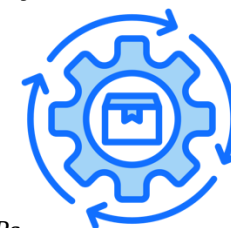
- In the spring of 2017, there was an initiative to migrate the current CMS platform for Lord&Taylor.com to a communal one used by the other subsidiaries of the Hudson's Bay Company.
- I was selected to map out the weekly content processes that I had implemented within the Marketing, Creative, and Production team workflows, and to integrate temporary workstreams needed during the migration period.
- It involved reviewing potential challenges to the current workflow, identifying strategic modifications to Marketing & Creative, and coordinating expected functional and process changes for the teams.
- This role included educating Development and Infrastructure teams on the relevant parts of the life cycle for marketing campaigns for better decision making on their end.



May 2017 Complete Workflow Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Design starts 5/30 Pub (Creative & Copy) 5/8 Pub Drops (Production)	2	3 5/8 Linking Complete (Merch)	4 Comp Review 5/30 Pub (All)	5 Final Confirmation 5/16 Pub (All) 2nd Review 5/23 Pub (All)	6
7	8 Design starts 6/5 Pub (Creative & Copy) 5/16 Pub Drops (Production)	9	10 5/16 Linking Complete (Merch)	11 Comp Review 6/5 Pub (All)	12 FC 5/23 Pub (All) 2nd Review 5/30 Pub (All)	13
14	15 Design starts 6/15 & 6/20 Pub (C&C) 5/23 Pub Drops (Production)	16	17 5/23 Linking Complete (Merch)	18 Comp Review 6/15 Pub (All)	19 FC 5/30 Pub (All) 2nd Review 6/5 Pub (All)	20
21	22 5/30 Pub Drops (Production)	23	24 5/30 Linking Complete (Merch)	25 Comp Review 6/20 Pub (All)	26 (Memorial Day) FC 6/5 Pub (All) 2nd Review 6/15 Pub (All)	27
28	29 (Memorial Day) 6/5 Pub Drops (Production)	30	31 6/5 Linking Complete (Merch)	6/1	6/2 FC 6/15 Pub (All) 2nd Review 6/20 Pub (All)	6/3

- This calendar illustrates the overlap of the different execution stages of the campaign lifecycle and the association to the participating teams.
- It showcased the tight turnaround times that the teams had to contend with (to raise awareness of impact on last minute changes).
- Provided all associated partners an understanding of the scheduling and workflow dependencies connected to the business.
- Underscored that days are not created equal, and the need to account for holidays so that people can enjoy their time off (helping to keep everyone accountable).



5/8 - 5/23 campaigns included two HPs.
5/23 campaign new HP only. 6/20 all new platform content

Content Counts: May Campaigns

- Presentation of total asset count that was scheduled to be created for each qualifying campaign during the time of the migration.
- Raising awareness to the persistent asset demand on Creative and trickle-down effects to other cross-functional teams.

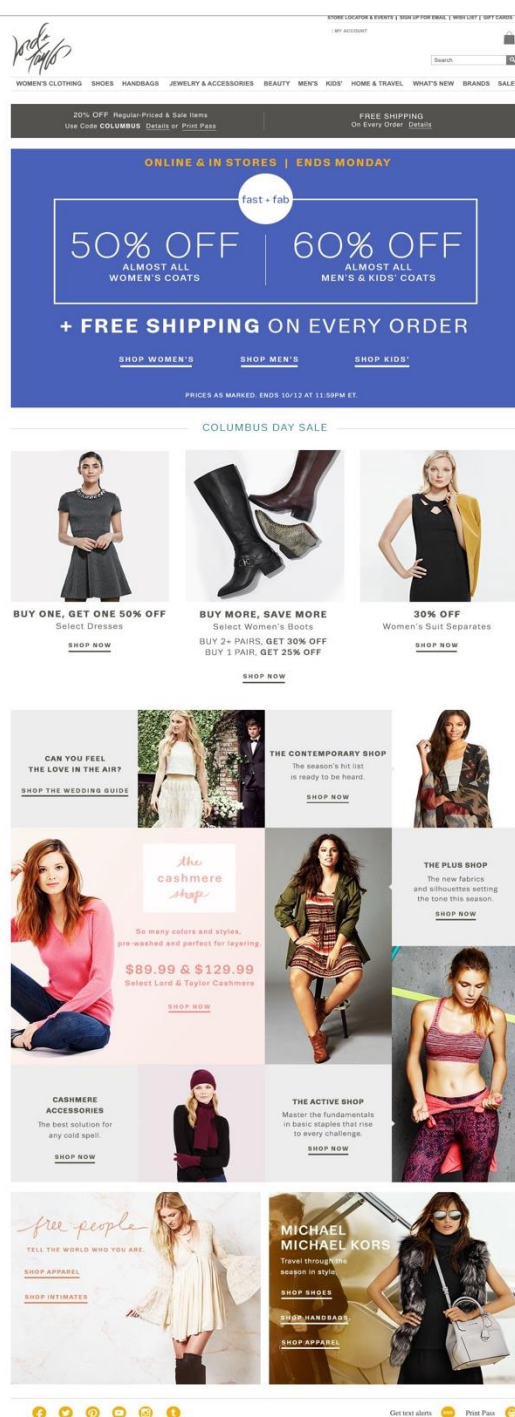
Content	5/2 Pub	5/8 Pub	5/16 Pub	5/23 Pub	5/30 Pub
Emails	22	26	27	22	23
PA Banners	1 (x 2 sites) = 2	6 (x 2) = 12	N/A	7 (x 2) = 14	4 (x 2) = 8
Home LP	1 (x 2 sites) = 2	1 (x 2) = 2	1 (x 2) = 2	1 (carry's over from 5/23 – 5/30)	
Beauty Hero (LP)	1 (x 2 sites) = 2	1 (carry's over from 5/8 – 5/30)			
Beauty Nav.	1 (x 2 sites) = 2	1 (carry's over from 5/8 – 5/30)			
Sales Page	1 (carry's over from 5/2 – 5/30)				
Homepage	4 (x 2 sites) = 8	4 (x 2) = 8	1 (x 2) = 2	3	4
Sticky Nav.	1	1	N/A	N/A	1
Editorial Con.	2 (x 2 sites) = 4	4 (x 2) = 8	6 (x 2)= 12	2 (x 2) = 4	0
Brand Banners	N/A				
Total Assets	44	60	47	44	40



WCS vs Common Content Scheduling

Marketing campaign’s asset breakdown illustrating content type with corresponding launch dates and creative configuration (WCS platform, Common platform or both)

Pub Content	4/25 Pub	5/2 Pub	5/8 Pub	5/16 Pub	5/23 Pub	5/30 Pub	6/5 Pub	6/20
Emails	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Common
PA Banners	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Home LP	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Beauty Hero	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Beauty Nav	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Sale Page	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Homepage	WCS	WCS & Common	WCS & Common	WCS & Common	Common	Common	Common	Common
Editorial Con.	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common
Misc.	WCS	WCS	WCS	WCS	WCS	WCS	WCS	Common



Before (WCS Platform)

After (Common Platform)

- With changes comes change in planning, structure, and execution.
- I was an advocate for the efforts & new reality of how Creative would have to design assets. There would be new image dimensions, copy character limits, and different types of asset requests to take into consideration.
- The new platform meant new ways for Marketing to communicate to the customer but still focus on the bottom line.
- The production team needed to communicate the limitations & possibilities of the new system to the teams,
- Setting up discovery sessions for these three departments (+ others) to collaborate on changes to execution strategy.

