PRODUCT SHEET
CONTENT BASE

March 2018

ISO 27001
Security

Marketing
Partner

Instagram
Partner

Features Summary

Centralisation of your content:
Central definition, creation and upkeep of your content via one module. Clear separation between data and design.

Targeted usage of your data:
Data usage via direct API access or by using an SDK.

Encapsulation of competencies through a clear distribution of roles:
- Administration
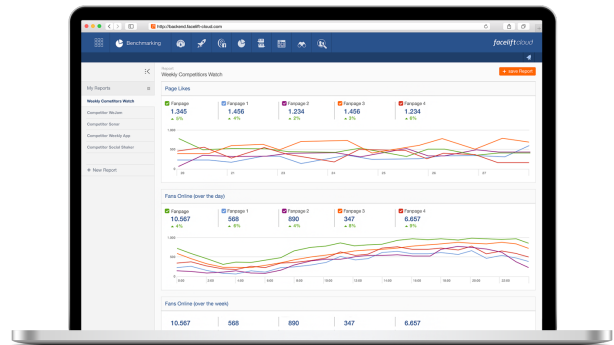- Editorial Staff
- Frontend

Content Management on a Whole New Level

The Content Base is a powerful content management module with full API access

The multi-certified Facelift Cloud unifies all areas relevant to professional social media marketing in a scalable enterprise solution. All modules provide meaningful metrics for success control, thus allowing for the continuous adaptation of all of your marketing activities to the needs of your target group.

The Content Base module allows you to centrally define, manage, and publish your content, wherever and whenever you want and whenever necessary.

We are pursuing an API first approach. Any content you create is available through the API. And you decide for yourself how your content is processed. The data format and scope of content objects can be freely defined and scaled by you. In the editorial section, the content simply has to be created. The form is predefined so that your editor can focus on the subject matter.

Each role has its core competency for maximum efficiency

The workflow of the Content Base has been divided such that each role focuses on its most efficient activity. Your administrator defines the composition of the content, which data is required, determines dependencies, and ensures the integrity of the data by means of validation and restriction rules. This guarantees that your editors can create and publish high-quality, error-free content.

Your frontend developers can directly access the content created via the API or use one of our SDKs. The API provides mere data so that you can control the type and location of the data usage. The frontend team is thus given maximum freedom in designing the presentation of the data, on which network or on which device the content is to be displayed and in what shape and form.

The Content Base allows you to clearly separate competencies and focus your employees' know-how on their strengths. This means that you are ideally equipped for the world of digital media, in which the maximum range can only be achieved through a channel-specific, individual processing of your content.

Your data follows your marketing strategy

The Content Base does not provide templates or changed data. This helps you avoid time-consuming data migration and rigid structures thus increasing the flexibility of your data usage. Did you always have to create and maintain different content for different output formats, social media channels, or devices? This time-consuming procedure ends with the Content Base, which will provide you with a high degree of efficiency by centralising your data.

The six most important reasons for the Facelift Cloud Content Base module:

1. **Free** and **unrestricted definition** of your data structure
2. **Central** administration and upkeep of your **content**
3. Complete data control through **direct API access** to **all data**
4. Clear **distribution of roles** according to **competencies** (administrator, editor, frontend)
5. **Support** by **SDK** for **fast access to the API**
6. Your **content** takes **centre stage**. The output channel and the format are flexible

Bottom Line: The Content Base is your future companion for all content issues. Centralisation and clear focusing help you implement your content marketing strategy with the utmost efficiency.

About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.
Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

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