

The 2025 Marketer's Guide to CMS: Driving Content Marketing Success

A comparison of the top CMS solutions to help you streamline content creation, SEO growth, and lead generation in 2025.

Contents

Prologue	03	The 14 other alternative CMSs	32
Introduction	04	Wix	33
Definition & Overview	05	Joomla	36
Types of CMS	06	Squarespace	39
Monolithic CMS	07	Magnolia	42
Headless CMS	08	Salesforce CMS	45
Design-Focused CMS	09	Weebly	48
The top 5 CMSs for marketing sites	10	Ghost	51
Wordpress	12	Sitecore	54
Webflow	16	Umbraco	57
Drupal	20	Optimizely	60
Contentful	24	Prismic	63
Hubspot CMS	28	Strapi	66
		Storyblok	69
		Zephyr CMS	72
		Final thoughts: Where to?	75

A well-chosen CMS can be the linchpin of a thriving digital marketing strategy. These platforms do more than just manage content; they empower marketing teams to craft, optimize, and deliver content that resonates with their audience.

While e-commerce platforms often grab the spotlight, our focus here is on CMS solutions that cater specifically to marketing-driven sites.

If your goal is to enhance how you generate leads and acquire customers this guide is for you.

We'll explore the CMS platforms that are tailor-made for marketers, helping you make an informed choice that aligns with your goals.

Whether you're looking to boost SEO, improve content workflows, remove content boundaries, or deliver a seamless user experience, the right CMS can unlock new levels of marketing success.

In this Whitepaper you will find:

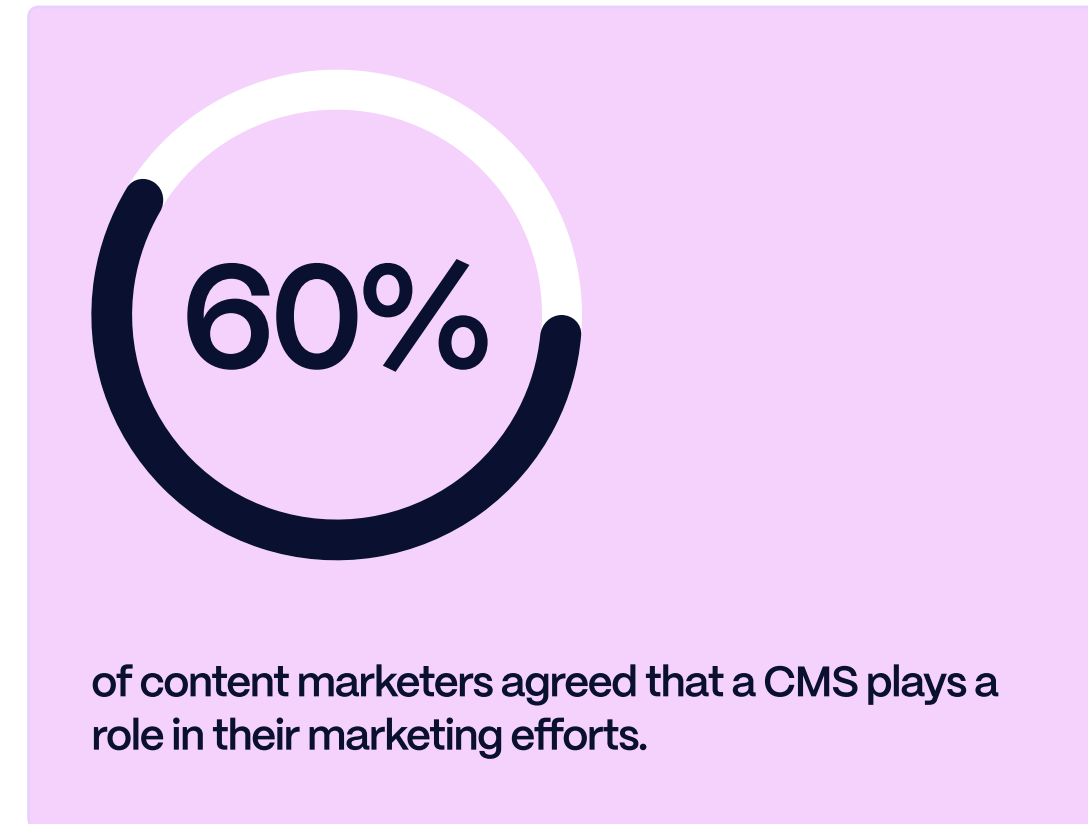
- ◆ **An introduction to CMSs and their definition**
- ◆ **Types of CMSs**
- ◆ **The top 5 CMSs for marketing sites**
- ◆ **The 14 other alternative CMSs**
- ◆ **The conclusion**

Introduction

A CMS acts as the backbone of a brand's digital presence, enabling marketers to create, manage, and optimize content without the need for deep technical expertise.

In an era where content is king and agility is essential, a robust CMS allows marketing teams to respond quickly to market trends, publish timely content, and maintain a consistent brand voice across multiple channels.

Furthermore, with integrated analytics and SEO tools, a CMS empowers marketers to make data-driven decisions that enhance user experience and drive conversions. In short, a CMS is not just a tool—it's a strategic asset that fuels the entire marketing engine.



[According to Content Marketing Institute](#)

Definition & Overview

A CMS (Content Management System) is like the kitchen of a restaurant, and your website is the restaurant itself. Just as the kitchen is where chefs prepare meals before serving them to customers in the dining area, a CMS is where you create, organize, and manage your website's content before presenting it to visitors online.

Without a kitchen, the restaurant couldn't serve meals, and without a CMS, building and updating a website would be like visiting a restaurant to admire the interior.

The CMS lets you easily create blog posts, landing pages, or product descriptions, all without needing to know how to code.

In the same way that a well-run kitchen ensures the right dishes are delivered efficiently, a CMS makes sure your content strategy flows smoothly, delivering the right information to your audience just when they need it.

Now, let's get a bit more technical.

A Content Management System (CMS) is a software platform that enables users to create, manage, and modify digital content on a website without needing extensive technical knowledge. It streamlines the process of website development and content publishing, making it easier for marketers, designers, and developers to collaborate.

Types of CMS

CMS platforms can be categorized into three main types, each with its own strengths and use cases: monolithic, headless, and design-focused.



1. Monolithic CMS

Monolithic CMS platforms are the traditional "all-in-one" solutions that combine content creation, development, and front-end delivery in a single environment.

It's the restaurant where the kitchen is completely integrated into it. All ingredients are in the kitchen and the food is served immediately.

Key features

- ◆ Integrated tools for content management and website design.
- ◆ Extensive libraries of plugins and themes for customization.
- ◆ User-friendly interfaces with large community support

Examples

- ◆ WordPress
- ◆ Joomla

Pros

- ◆ Easy to set up and manage.
- ◆ Ideal for businesses needing a comprehensive, ready-made solution.

Cons

- ◆ Limited flexibility for customization.
- ◆ Can be challenging to integrate with modern technologies.

2. Headless CMS

Headless CMS platforms separate content management from the front-end presentation, allowing content to be delivered via APIs to any front-end.

Imagine having a catering service that prepares food and delivers it to one or more restaurants where this food is only served. The catering service would be a headless CMS.

Key features

- ◆ Decoupled architecture: content is stored in a back-end repository.
- ◆ Front-end flexibility: deliver content to websites, mobile apps, IoT devices, and more.
- ◆ Omnichannel delivery (delivery of content on all available marketing channels) for seamless experiences across platforms.

Examples

- ◆ Contentful
- ◆ Strapi

Pros

- ◆ High flexibility and scalability.
- ◆ Ideal for complex, multi-channel content delivery.

Cons

- ◆ Requires more technical expertise to implement and manage.
- ◆ Front-end development needs to be handled separately.

3. Design-Focused CMS

Design-focused CMS platforms include visual design and user experience, besides other features of CMSs, offering tools that empower users to create stunning websites with minimal coding.

In this case, it's like you can both prepare the food, serve it, but also design how the restaurant would look.

NOTE: The usual third option is hybrid CMS, which can be either monolithic or headless. But we don't consider that a separate CMS group, as it's technically just a combination of the first two. Some of the CMSs in the list will be hybrid, and we will make sure to let you know, in case you're interested in them.

Key features

- ◆ Intuitive drag-and-drop interface for design freedom.
- ◆ Seamless integration of design and content management.
- ◆ Pre-built templates with customization options.

Examples

- ◆ Webflow

Pros

- ◆ Perfect for marketers and designers who aim to scale websites easily.
- ◆ Great for those who pay attention to the branding and aesthetics of their website.
- ◆ Enables rapid prototyping and design iteration.

Cons

- ◆ Often license and hosting costs are included in these solutions
- ◆ More suited for marketing sites rather than complex web applications.

The top 5 CMSs for marketing sites

The following are the most powerful CMSs at the moment.



5

In-depth analysis of popular CMS systems for marketing sites

While some CMSs, such as WordPress are dominant in the industry, it's still safe to say that it's not the best fit for every occasion. If it were, there wouldn't be so many competitors with a much smaller market share.

The point of this guide is to present all popular CMSs for marketers and help you find a suitable solution for your case.

The first 5 options: **Webflow, WordPress, Drupal, Contentful, and HubSpot CMS** will be covered in depth. We will discuss the rest in terms of their specific use cases.

Finally, since this guide is mainly aimed at marketers, we decided to rank (1-5) each of these based on the following criteria:

Ease of use

1 means it is extremely difficult for marketers to use, 5 means that it's super-easy to use as a marketer to launch content marketing campaigns.

SEO capabilities

1 means it is extremely difficult for marketers to use, 5 means that it's super-easy to use as a marketer to launch content marketing campaigns.

Customization and flexibility

1 means that the CMS is not customizable or flexible, 5 means the opposite.

Developer independence

1 means that you cannot do anything without developer help, and 5 means you can pretty much do anything alone.

Content management efficiency

1 means that the CMS lacks the basic tools and features for content management, while 5 means it's fully equipped.

Support and community

1 means lack of any support or community, 5 is the opposite.

Performance and speed

1 means the CMS is slow, and 5 means it's fast and streamlined.

Scalability

1 means it is very difficult to scale, 5 means scalability is easy, smooth and streamlined.



Monolithic CMS

WordPress is the world's most popular content management system, with a market share of



43,5%

A donut chart with a white border and a dark blue fill, showing 43.5% of the circle filled. The percentage '43,5%' is written in a large, bold, dark blue font in the center of the chart.

It is renowned for its flexibility, extensive plugin ecosystem, and a vast array of themes. It's a versatile platform that caters to both novice users and seasoned developers, making it a go-to choice for creating everything from simple blogs to complex e-commerce sites.

WordPress features thousands of themes, some of which evolved into full-scale builders that are installed on top of WP, such as Elementor or Divi.

This CMS empowers users to manage and customize their websites with a high degree of control, while its extensive community and support resources ensure that help is always available.

Still, marketers require some help from developers when it comes to content management and overall website development. Dev help is most often required when something breaks—a plugin, a theme, or any other addition. With so many plugins, code inconsistencies are likely to happen, which is perhaps the single biggest downside of WP.



Pros

- ◆ Highly customizable with thousands of themes and plugins
- ◆ Large community and extensive support resources.
- ◆ Flexible and scalable for a variety of website needs.
- ◆ Wide range of hosting options, including affordable choices.

Cons

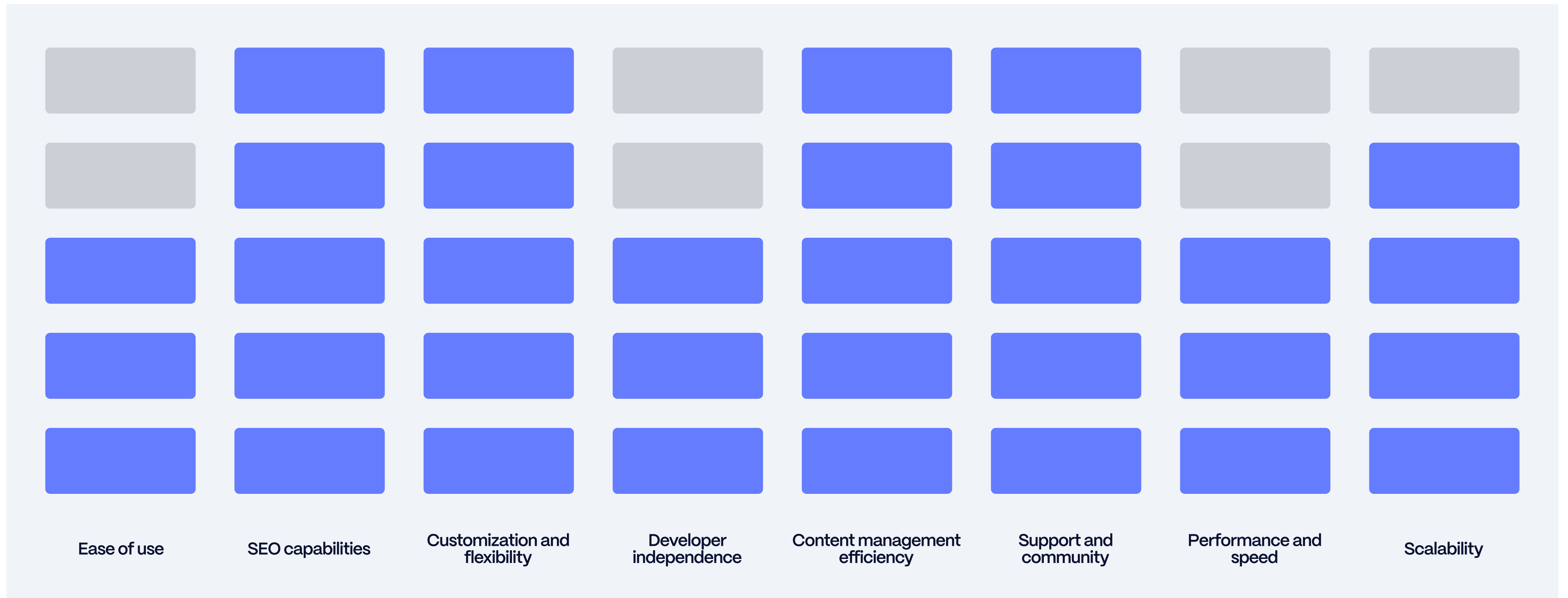
- ◆ More complex marketing sites require more developer work.
- ◆ Requires regular updates and maintenance to stay secure and not break.
- ◆ Performance can vary depending on plugins and hosting.
- ◆ Can be overwhelming due to the sheer volume of options and configurations.

Key features

- ◆ **Custom post types** – Create diverse content types like portfolios, products, or events.
- ◆ **Visual editor (Gutenberg)** – Use a block-based editor to manage content visually.
- ◆ **Taxonomies and tags** – Organize content with categories, tags, and custom taxonomies.
- ◆ **Cross-referencing** – Link related content types for better content organization.
- ◆ **Custom fields (Plugin)** – Add custom metadata to posts for tailored content.
- ◆ **SEO optimization (Plugins)** – Use plugins like Yoast for advanced SEO control.
- ◆ **Extensive plugin ecosystem** – Access thousands of plugins for added functionality.
- ◆ **Theme and template system** – Apply custom themes or templates to content types.
- ◆ **User roles and permissions** – Manage different user access levels for content creation.
- ◆ **Multisite support** – Manage multiple websites from one WordPress installation.



Rankings





Ideal use case:

- ◆ Personal blogs that require a minimum investment
- ◆ E-commerce sites (with the right technology stack on top of WP, such as WooCommerce)
- ◆ News portals

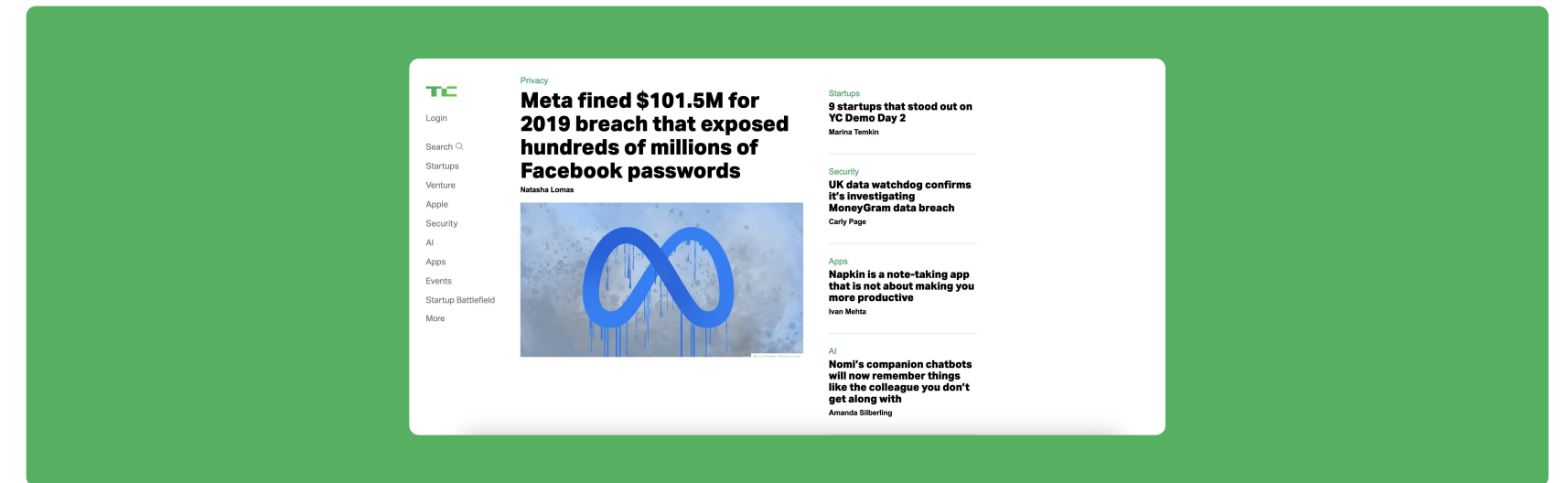
Not suitable for:

- ◆ Enterprises looking to quickly ship marketing initiatives to their websites.

Pricing:

- ◆ Free to use, but additional costs for hosting, premium themes, and plugins vary depending on customization needs.

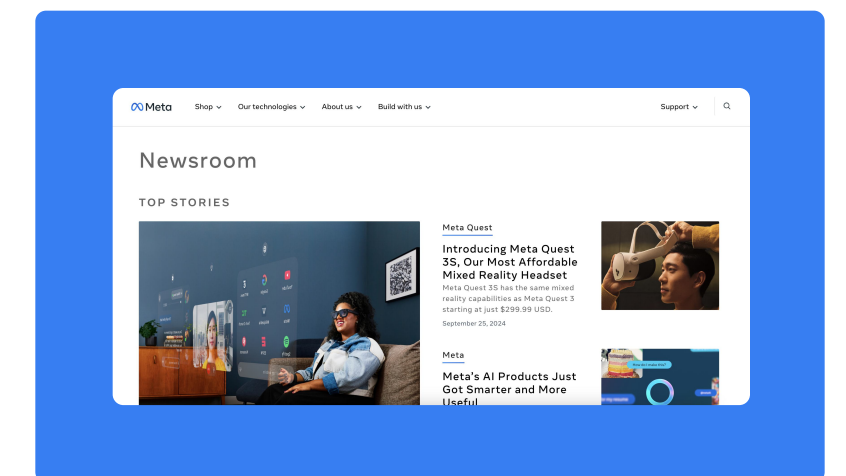
Example sites



[Techcrunch](#)



[TED blog](#)



[Meta Newsroom](#)



Design-focused, monolithic, can be headless CMS



300,000 +

number of leading organizations who all rely on Webflow to run their marketing websites.

Webflow was initially created as a design-first monolithic CMS. As its user base increased, so did the number of features, mainly related to scalability. Recently, Webflow's CMS has also been used headless if needed via API.

The reason why it's located at the top of its list is that it's the most suitable option for marketers looking to scale and grow their websites.

Unlike traditional CMS platforms, Webflow offers a visual development solution that empowers marketers and designers to create fully customized, responsive websites.

This seamless blend of design and content management allows teams to rapidly prototype, launch, and iterate on marketing campaigns directly within the platform.

In addition to the CMS being part of the design tool (called Webflow Designer), Webflow also features **headless CMS APIs**, which allows you to connect Webflow with a range of tools and run programmatic content and SEO campaigns easily.

In other words, Webflow is perfect as the basis for building any marketing technology stack on top of it.

Add a user-friendly interface and extensive design capabilities on top of it, and you get visually stunning websites that also deliver on performance and SEO.



Pros

- ◆ Full creative control over website design.
- ◆ Robust CMS that connects seamlessly with the design.
- ◆ Allows marketers to build and update sites independently.
- ◆ Fast and reliable hosting included.

Cons

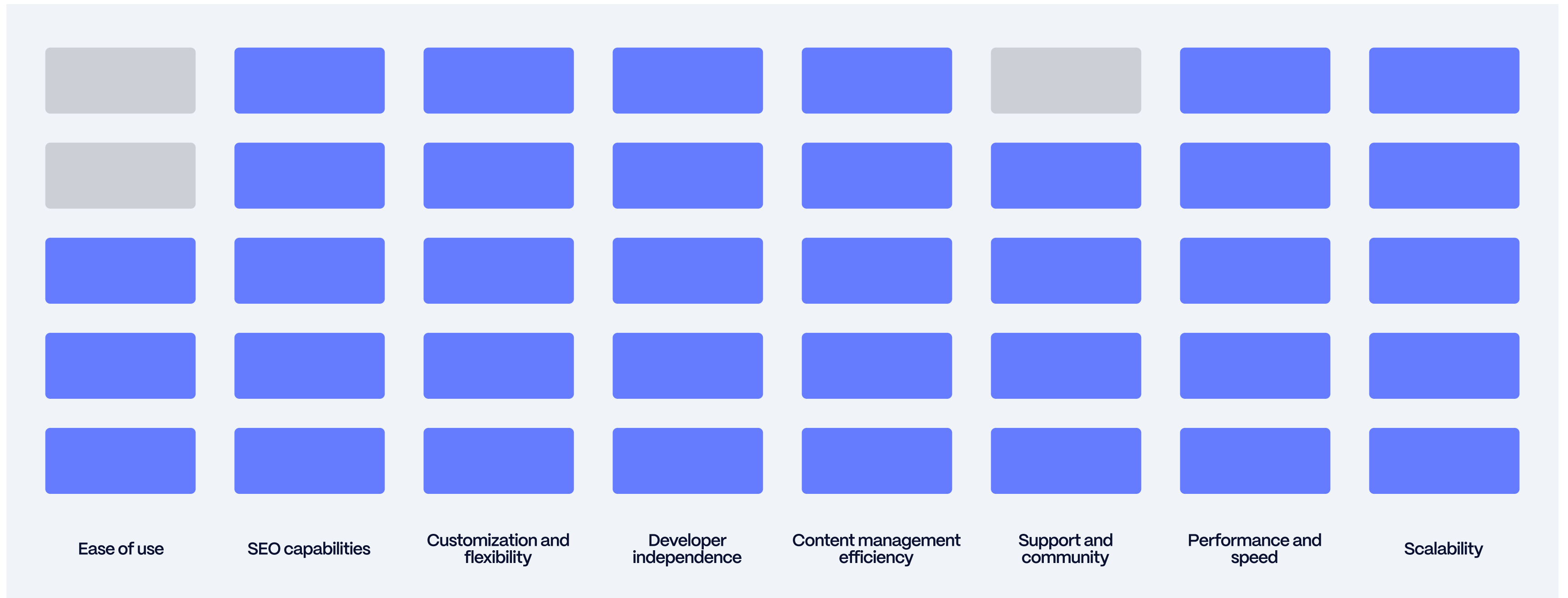
- ◆ Takes time to master advanced design features.
- ◆ Less suited for complex eCommerce apps.
- ◆ Can be more expensive as your site scales.

Key features

- ◆ **Visual content editor** – Edit content directly on the live site without coding.
- ◆ **Custom content structures** – Create tailored content types like blogs, products, and more.
- ◆ **Dynamic content linking** – Automatically connect and display content across pages.
- ◆ **Cross-referencing** – Link-related content (e.g., blogs to authors) for dynamic pages.
- ◆ **Custom fields** – Add custom fields for any content type (e.g., images, text).
- ◆ **SEO optimization** – Built-in SEO tools to manage meta tags, slugs, and alt text.
- ◆ **CMS API** – Automate content management and integrate with external tools.
- ◆ **Collaborative content editing** – Multiple users can work on content and design.
- ◆ **Scheduled publishing** – Set specific dates and times for content to go live.
- ◆ **Responsive content** – Content automatically adjusts to mobile and desktop screens.
- ◆ **User roles and permissions** – Provide different levels of permissions for different users.
- ◆ **Scalability** – Handle growing traffic and content needs without sacrificing performance.
- ◆ **Security** – Built-in security and regular updates.



Rankings





Ideal use case:

- Marketing sites for SaaS, startups, and enterprises aiming at a scalable solution that's sustainable long-term and has strong branding guidelines.

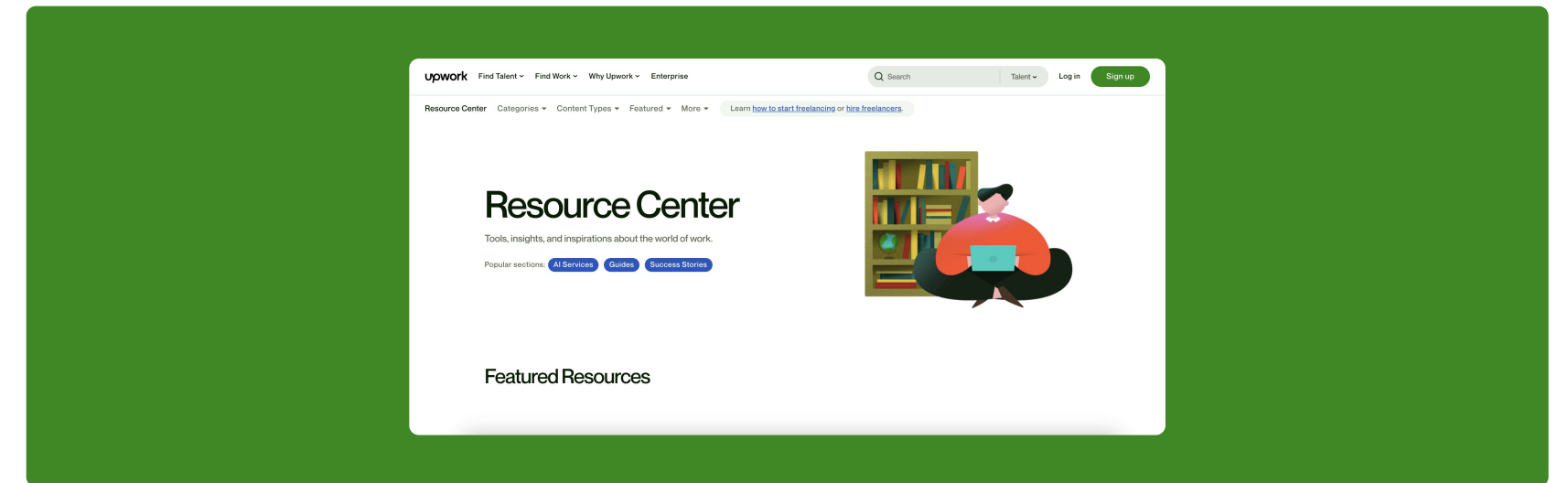
Not suitable for:

- Huge eCommerce websites with tens of thousands of products

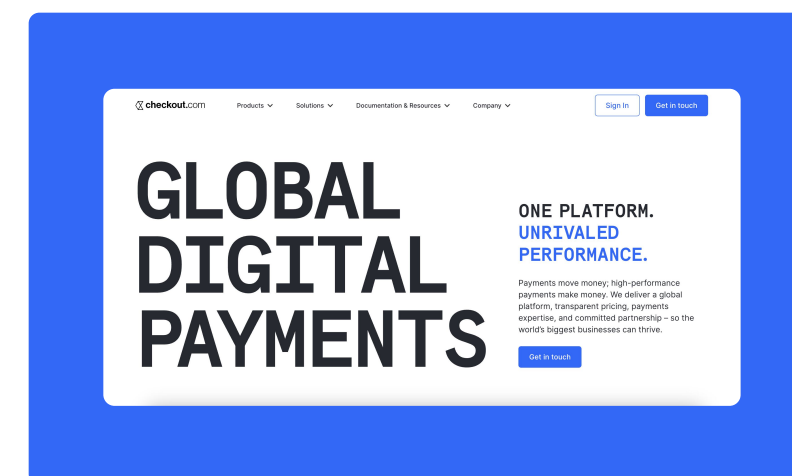
Pricing:

- Structured around tiers for basic, CMS, and enterprise sites, with separate costs for e-commerce and team features.

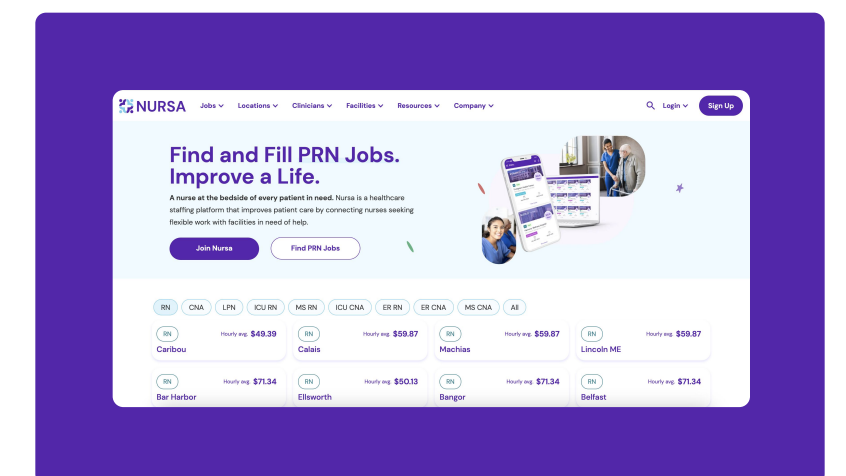
Example sites



[Upwork resource center](#)



[Nursa](#)



[Checkout](#)



Monolithic CMS

The best way to describe Drupal is this: it's like WordPress, but more robust and more difficult to use. If we're looking at it from the perspective of marketer-focused CMS, Drupal is definitely nowhere near WP or let alone Webflow. As a marketer, expect to burn the midnight oil for this one.

Consider it a truer "framework" than WP, meaning it assumes far less what the user wants and gives fewer out of the box options.

However, it's still very powerful and one of the most popular open-source CMSs nowadays known for its scalability and advanced customization capabilities.

It is designed for complex websites that require robust data management, detailed user permissions, and highly tailored functionalities. Its open-source nature and modular approach make it a preferred choice for developers and organizations needing extensive control over their web projects.

Like WordPress, Drupal is completely free and there's a robust community. However, it's more complex and this can sometimes affect the overall performance.



Pros

- ◆ Highly flexible and customizable for complex projects.
- ◆ Strong security features and user access controls.
- ◆ Scalable and capable of handling large volumes of content and users.
- ◆ Robust community with a wealth of modules and resources.

Cons

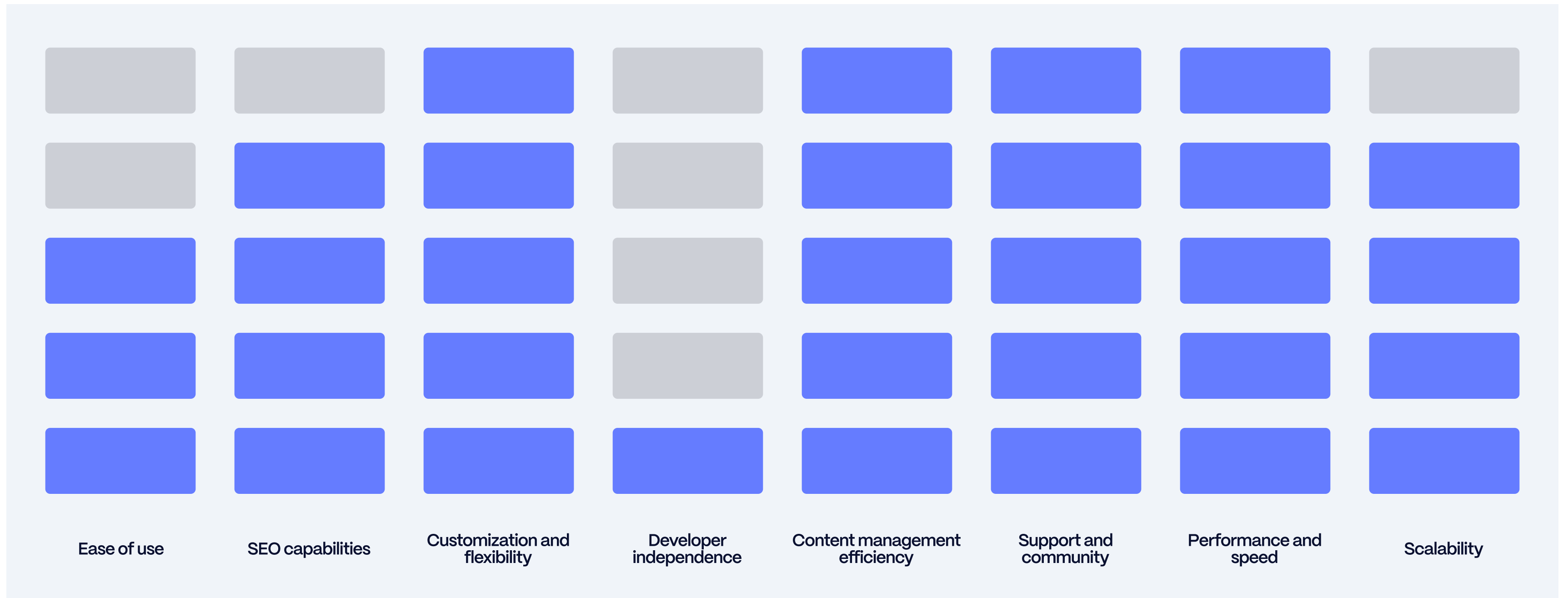
- ◆ Steeper learning curve and requires technical expertise.
- ◆ Can be resource-intensive and complex to set up and maintain.
- ◆ Limited choice of themes compared to other CMS platforms.
- ◆ Can be slower to implement due to its complexity.

Key features

- ◆ **Custom content types** – Extremely flexible in defining content structures and fields.
- ◆ **Granular user roles and permissions** – Advanced access control for managing large teams.
- ◆ **Multilingual capabilities** – Native support for building multilingual websites.
- ◆ **Taxonomy system** – Categorization and tagging options for organizing complex content.
- ◆ **API-first approach** – Headless capabilities through RESTful and GraphQL APIs.
- ◆ **SEO optimization** – SEO-friendly URL structures and comprehensive SEO modules.
- ◆ **Extensibility with modules** – Thousands of community-developed modules for extending functionality.
- ◆ **Security** – Built-in security features and regular updates.
- ◆ **Integration with third-party tools** – Integration with CRMs, analytics, and marketing tools.
- ◆ **Content versioning** – Built-in version control to track content changes and roll back if needed.



Rankings





Ideal use case:

- ◆ Ideal for large, complex websites or applications requiring intricate content management, advanced user permissions.

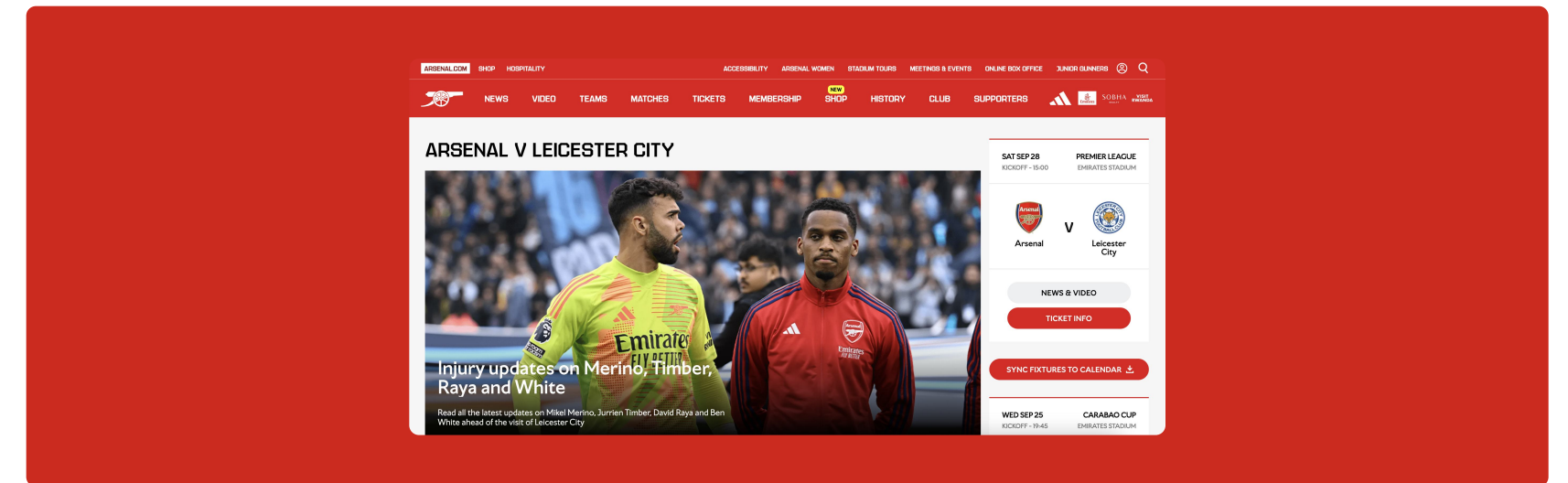
Not suitable for:

- ◆ Not suitable for users seeking a simpler, user-friendly CMS with less technical requirements and a quick setup.

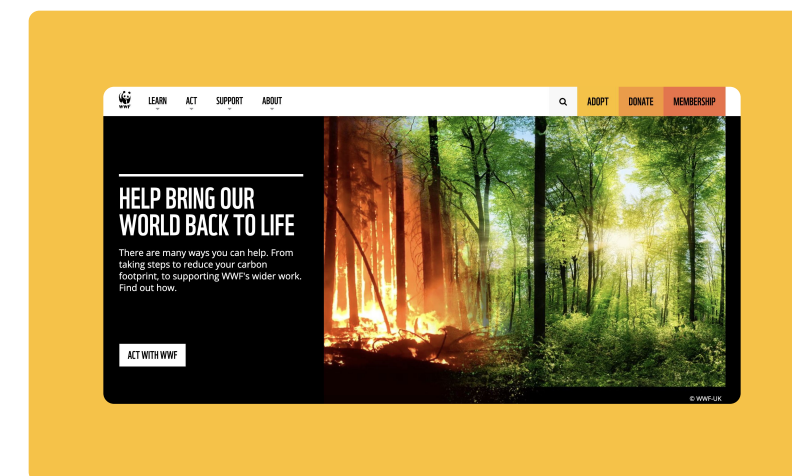
Pricing:

- ◆ Open-source and free, with costs mainly for development, hosting, and professional support depending on project complexity.

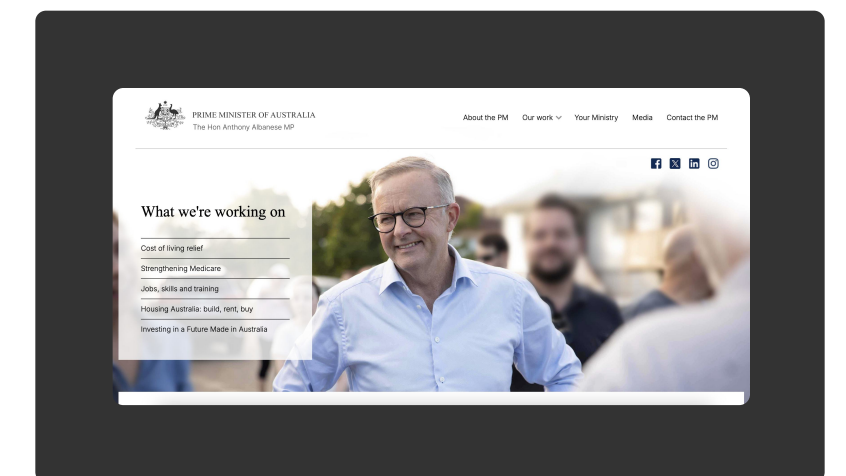
Example sites



[Arsenal FC](#)



[WWF](#)



[Prime Minister of Australia](#)



Headless CMS

Contentful is a headless content management system (CMS) that offers a flexible and API-driven approach to content management. It allows users to create, manage, and deliver content across multiple platforms and devices with a focus on the separation of content and presentation.

It's enterprise-ready and features a modular content structure, allowing for reusable content blocks that can be structured and customized to fit any use case, providing unparalleled flexibility.

As such, Contentful is ideal for developers and teams needing a scalable and adaptable solution for managing content.

As a marketer, **you might be in for some learning**, but it's worth it, as it comes with robust content management features, including version control and rollback. You will still need developer help to set everything up properly and maintain Contentful and how it distributes content to the front-end solution it is connected to. This also incurs additional costs for the front end, which could make Contentful costly if you scale it.



Pros

- ◆ Offers complete content separation from presentation, enhancing flexibility.
- ◆ Easily integrates with other tools and technologies via APIs.
- ◆ Scales efficiently to handle large volumes of content and traffic.
- ◆ Strong support for multiple languages and localization.

Cons

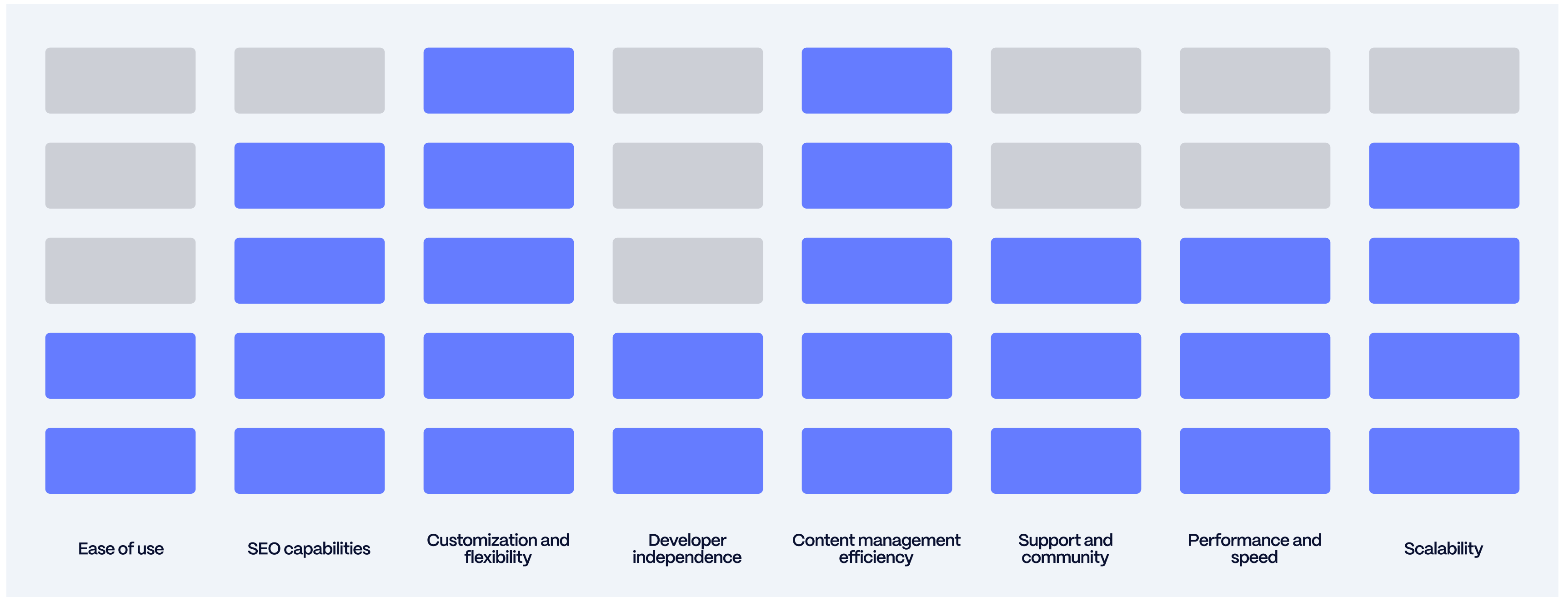
- ◆ Requires technical expertise for setup and integration.
- ◆ Less user-friendly for non-technical users compared to traditional CMS platforms.
- ◆ May involve additional costs for API usage and data storage as needs grow.
- ◆ Limited built-in features for content creation compared to traditional CMSs.

Key features

- ◆ **API-First headless CMS** – Content is delivered via APIs, making it good for omnichannel experiences
- ◆ **Custom content models** – Define and organize content types and structures to fit any use case.
- ◆ **Content delivery API (CDA)** – Fast, global content delivery through CDN-backed APIs.
- ◆ **Multilingual support** – Manage multilingual content effortlessly with built-in workflows for translations.
- ◆ **Content reuse across platforms** – Reuse content across different platforms, ensuring consistency.
- ◆ **Collaborative content management** – Real-time editing and workflow management for large content teams.
- ◆ **Role-based permissions** – Fine-grained permissions to control user access across different content types and tasks.
- ◆ **Versioning and history** – Robust version control and rollback features.
- ◆ **Integration with third-party tools** – Strong integrations with external tools like CRM, analytics, and e-commerce platforms.
- ◆ **Webhook triggers** – Automate workflows by triggering actions based on content updates or events.



Rankings





Ideal use case:

- ◆ Ideal for organizations needing a scalable, API-driven CMS to manage and deliver content across various platforms and devices with a focus on content flexibility.

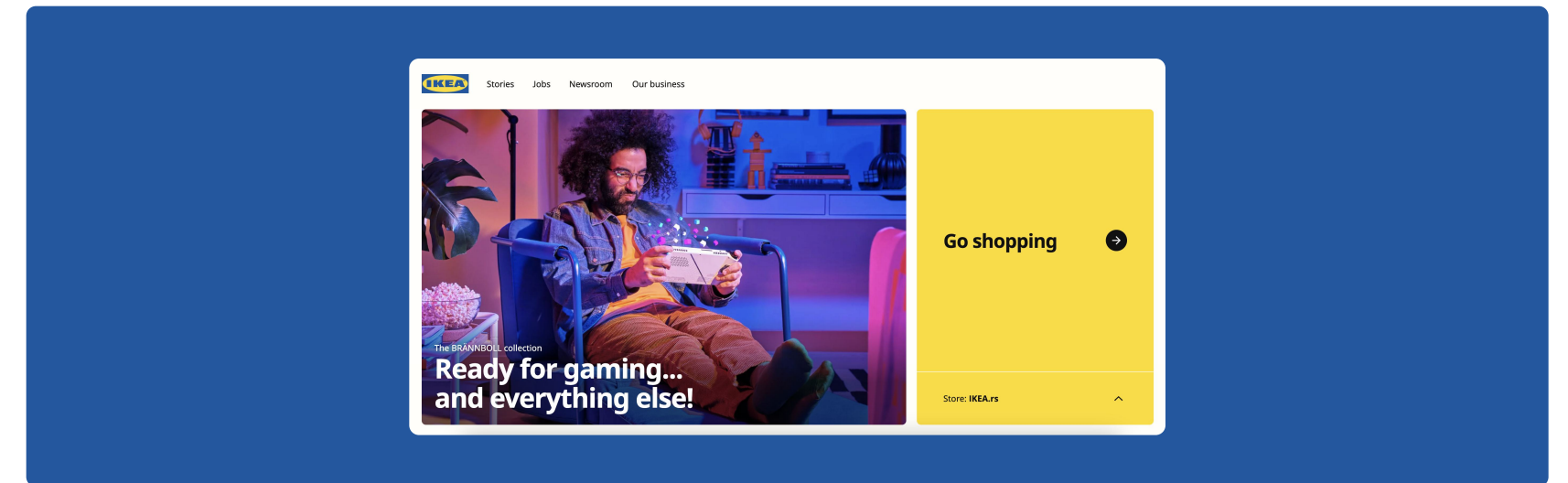
Not suitable for:

- ◆ Not suitable for users seeking a traditional, all-in-one CMS with built-in content management and presentation features without the need for extensive technical integration.

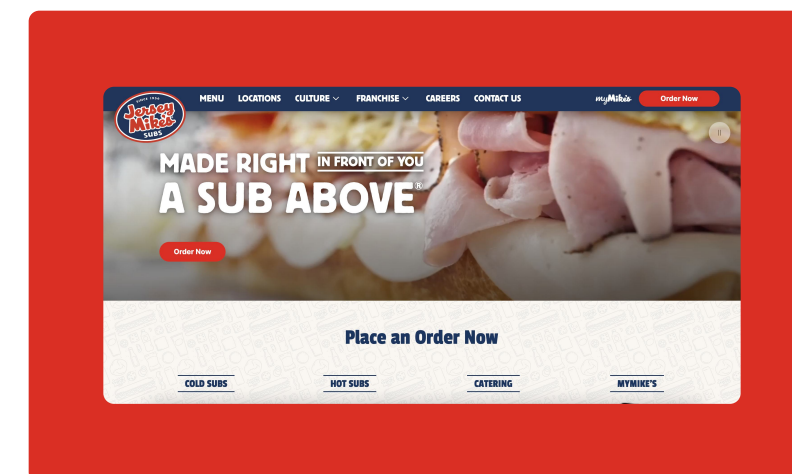
Pricing:

- ◆ Tiered pricing based on usage limits like content entries, API requests, and advanced collaboration features.

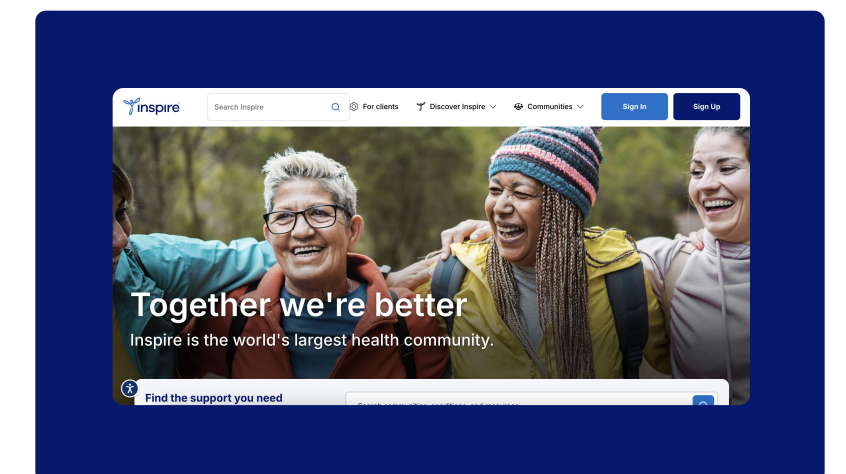
Example sites



[IKEA](#)



[Jersey Mike's](#)



[Inspire](#)



Monolithic, can be headless CMS

HubSpot is primarily a CRM platform, BUT it is also the creator of something called “inbound marketing” which heavily depends on content.

Because of this, it offers a CMS which is part of its suite and is designed for marketers seeking a user-friendly platform that combines content creation with marketing automation

It offers a range of tools to optimize content for lead generation, SEO, and personalization, all within the HubSpot ecosystem. Ideal for businesses looking to streamline their marketing efforts and manage their website within a unified platform.

Now, HubSpot CMS is a great option if you are already using the popular solution for customer relationship management and we can call it the ultimate marketer’s CMS. Unfortunately, that comes at a cost: it’s not as customizable or flexible as, say other solutions.

The good thing, however, is that Webflow and HubSpot often work well together, meaning Webflow can improve HubSpot’s customization features.



Pros

- ◆ Seamlessly integrates with HubSpot's suite of marketing and sales tools.
- ◆ User-friendly interface with a drag-and-drop editor for easy site management.
- ◆ Provides robust analytics and reporting for tracking content performance.
- ◆ Includes built-in features for SEO, lead generation, and personalization.

Cons

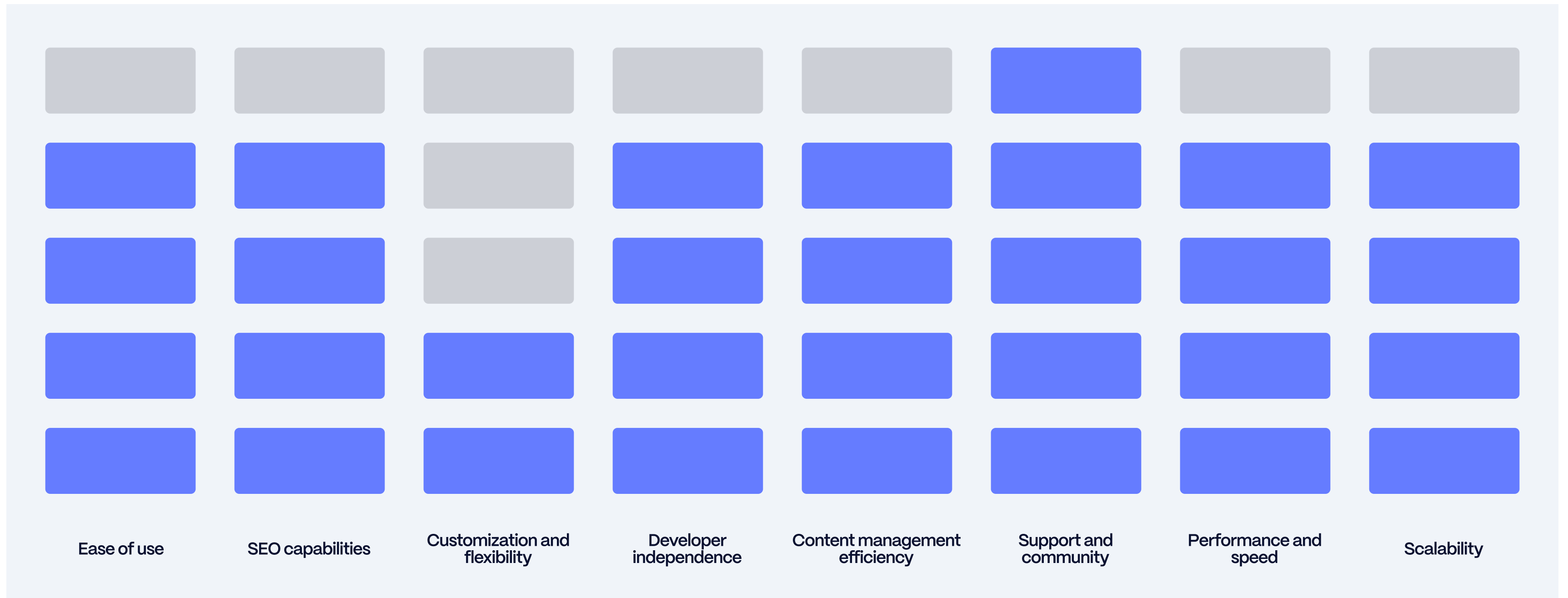
- ◆ Limited customization compared to more flexible CMS platforms.
- ◆ Can be costly, especially for advanced features and higher-tier plans.
- ◆ May be less suitable for complex, custom web development needs.
- ◆ Requires reliance on HubSpot's ecosystem, which may not suit all users.

Key features

- ◆ Integrated CRM – Integration with HubSpot's CRM for personalized content and marketing automation.
- ◆ Drag-and-drop editor – Content creation with a visual editor for fast page building.
- ◆ Personalization options – Deliver personalized content to visitors based on their behavior, location, and information.
- ◆ Built-In SEO recommendations – On-page SEO tools with real-time suggestions.
- ◆ Smart content – Automatically serve dynamic content based on user segmentation and lead status.
- ◆ Content staging – Prepare and review changes in a staging environment before publishing live updates.
- ◆ Multilingual content – Create and manage multi-language content with a built-in translation system.
- ◆ Marketing automation – Automate email marketing, lead nurturing, and workflows directly through the CMS.



Rankings





Ideal use case:

- ◆ Ideal for businesses looking for an all-in-one platform that integrates content management with marketing automation to streamline lead generation and personalization.

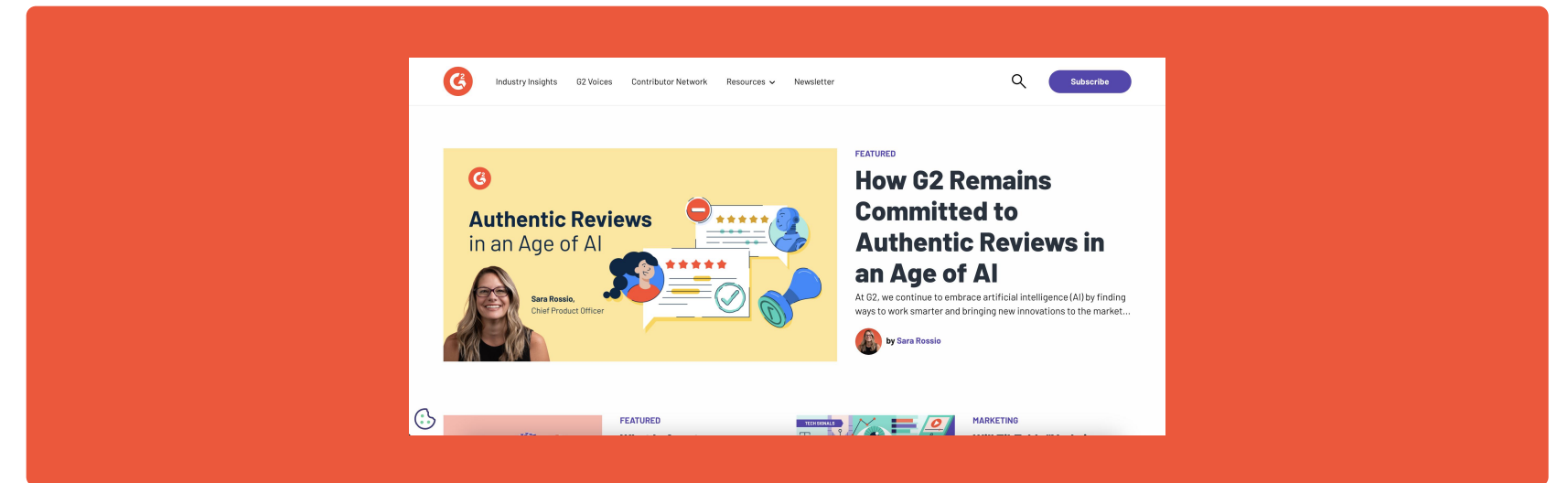
Not suitable for:

- ◆ Not suitable for users needing extensive customization or those who prefer a standalone CMS without integrated marketing and CRM features.

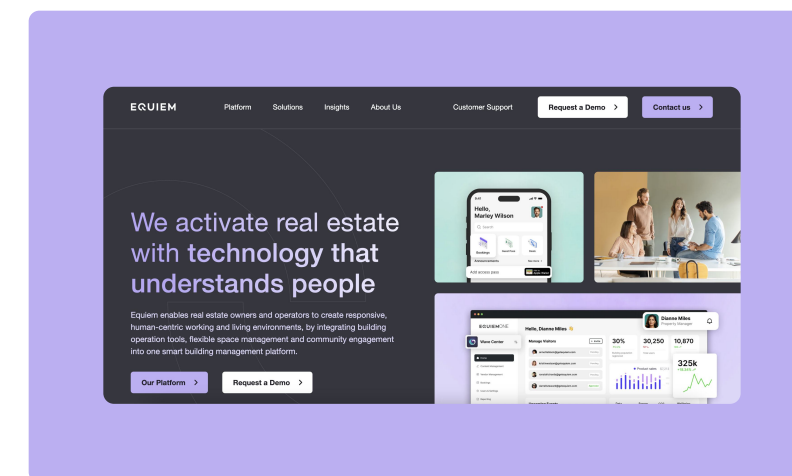
Pricing:

- ◆ Offers multiple tiers, with pricing increasing based on additional marketing automation and CRM integrations.

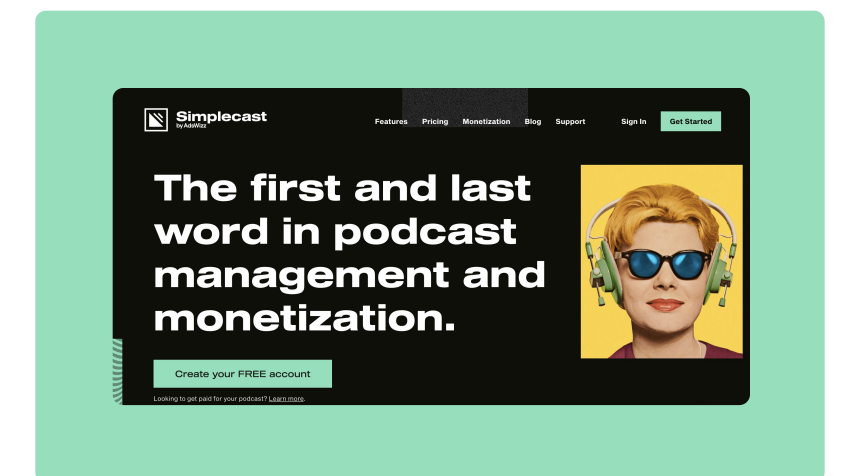
Example sites



[IKEA](#)



[Jersey Mike's](#)



[Inspire](#)

The 14 other alternative CMSs

Let's explore other powerful CMSs and how they can help you manage content.





Design-focused, monolithic CMS

Pros

- ◆ Extremely easy to use with a simple drag-and-drop interface.
- ◆ Offers a wide range of templates and design options.
- ◆ Includes built-in tools for SEO and analytics.
- ◆ Large app marketplace for extending website functionality.

Cons

- ◆ Limited customization compared to more advanced CMS platforms.
- ◆ Less control over hosting and backend development.
- ◆ Can be less flexible for complex site structures.
- ◆ Performance may vary with high customization or large-scale sites.

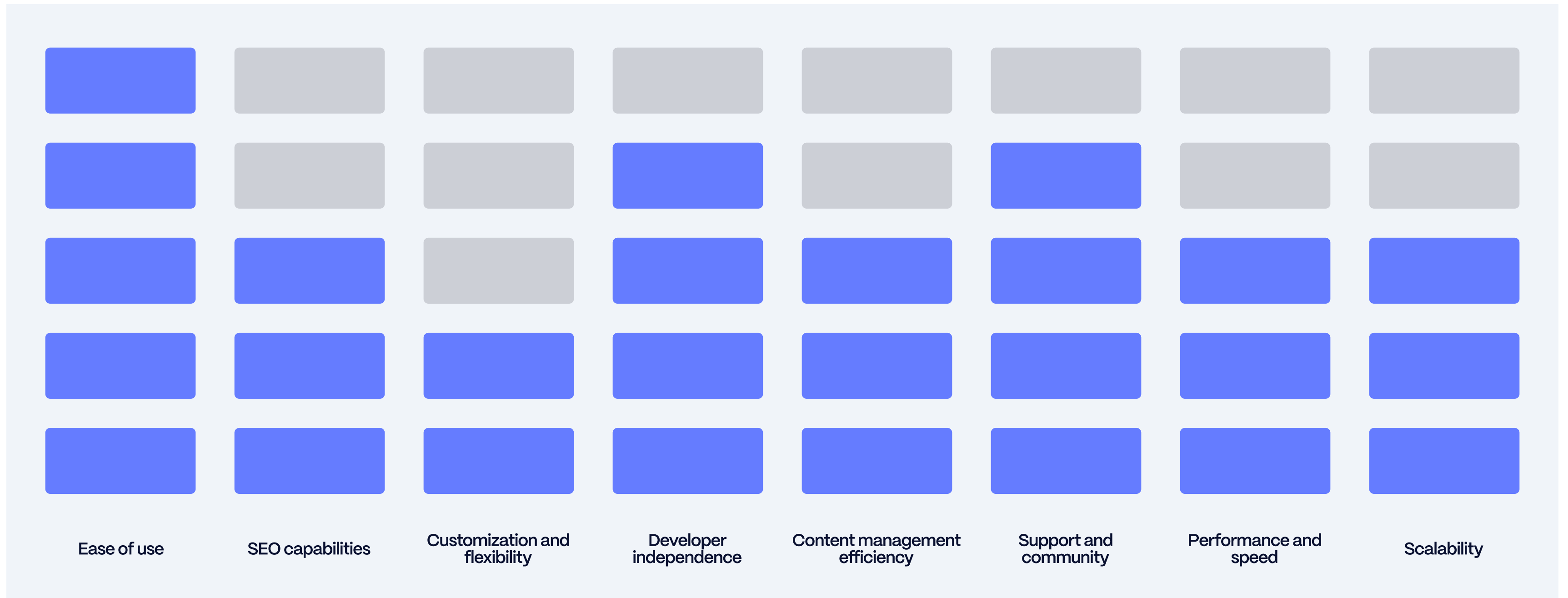
Wix is a user-friendly website builder known for its drag-and-drop interface and customizable templates, making it accessible for users with minimal technical skills. The builder has also launched a design-focused Wix Studio more recently, which can be considered a design-focused builder and CMS.

Key features

- ◆ Drag-and-drop editor for easy website creation.
- ◆ Extensive template library and design elements.
- ◆ Built-in SEO tools and analytics.
- ◆ App market for adding additional functionalities.



Rankings





Ideal use case:

- ◆ Ideal for individuals and small businesses needing a quick and easy way to build and manage a visually appealing website without extensive technical knowledge.

Not suitable for:

- ◆ Not suitable for users requiring advanced customization or complex site functionalities that demand more flexibility and control.

Pricing:

- ◆ Tiered plans for personal websites, business sites, and e-commerce, with optional app add-ons.



Monolithic CMS

Pros

- ◆ Offers a balance between ease of use and advanced customization.
- ◆ Robust user management and permissions features.
- ◆ Extensive extension and template library.
- ◆ Strong support for multilingual sites.

Cons

- ◆ Steeper learning curve compared to more user-friendly platforms.
- ◆ Fewer extensions and themes compared to WordPress.
- ◆ Can be complex to configure for advanced features.
- ◆ Performance may depend on the quality of extensions used.

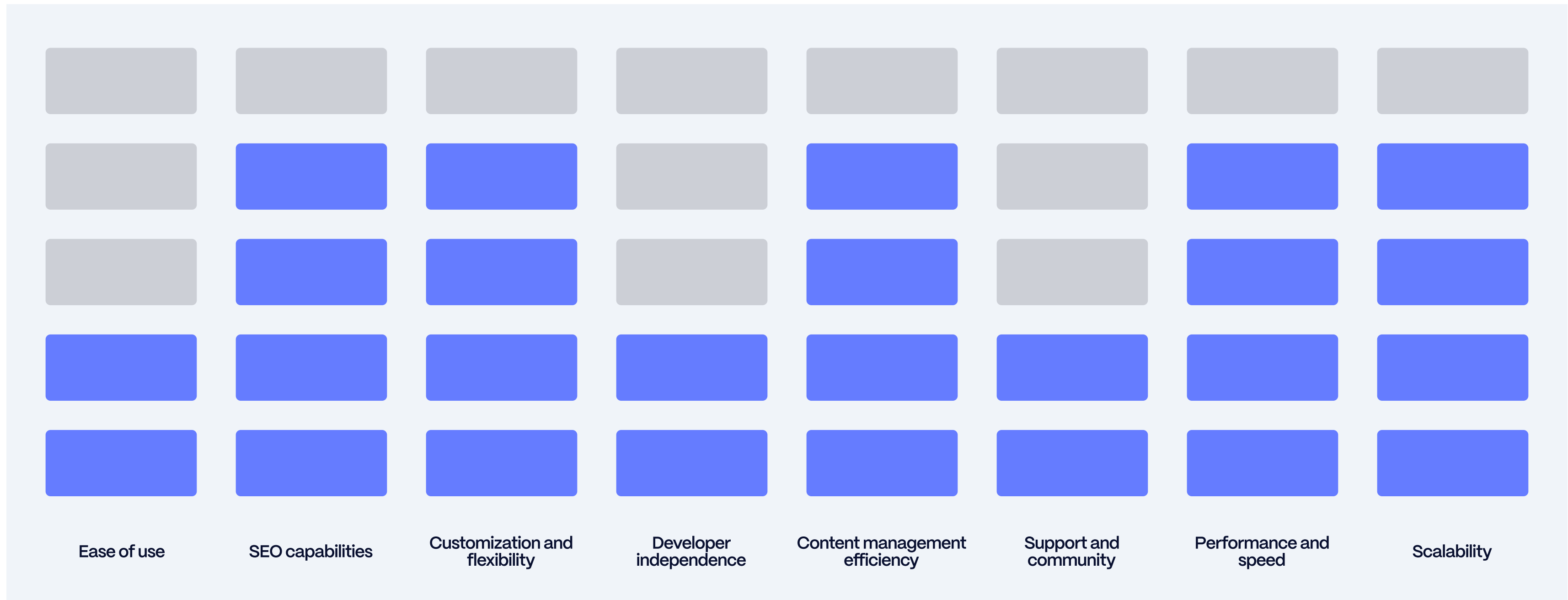
Joomla is a versatile content management system known for its balance between ease of use and flexibility, making it suitable for a wide range of websites from blogs to complex e-commerce platforms. You can consider it the main competitor to WordPress just by the type of CMS and feature it offers, although at a much smaller scale.

Key features

- ◆ Advanced user management with extensive permissions.
- ◆ Flexible content categorization and management.
- ◆ Wide range of extensions and templates.
- ◆ Strong multilingual support.



Rankings





Ideal use case:

- ◆ Ideal for users needing a flexible CMS with advanced content management and user permissions features for medium to large-scale websites.

Not suitable for:

- ◆ Joomla is not suitable for users seeking a simple, beginner-friendly CMS with minimal setup and learning curve.

Pricing:

- ◆ Free and open-source, with flexible pricing for hosting, premium extensions, and templates.



SQUARESPACE

Monolithic CMS

Pros

- ◆ Easy to use with beautiful, professionally designed templates.
- ◆ Integrated e-commerce and SEO tools.
- ◆ Excellent for visually-driven websites and portfolios.
- ◆ All-in-one platform with hosting and support included.

Cons

- ◆ Limited flexibility and customization compared to other platforms.
- ◆ Less control over advanced technical aspects and integrations.
- ◆ Can be more expensive as you add more features.
- ◆ Performance may vary with highly customized or complex sites.

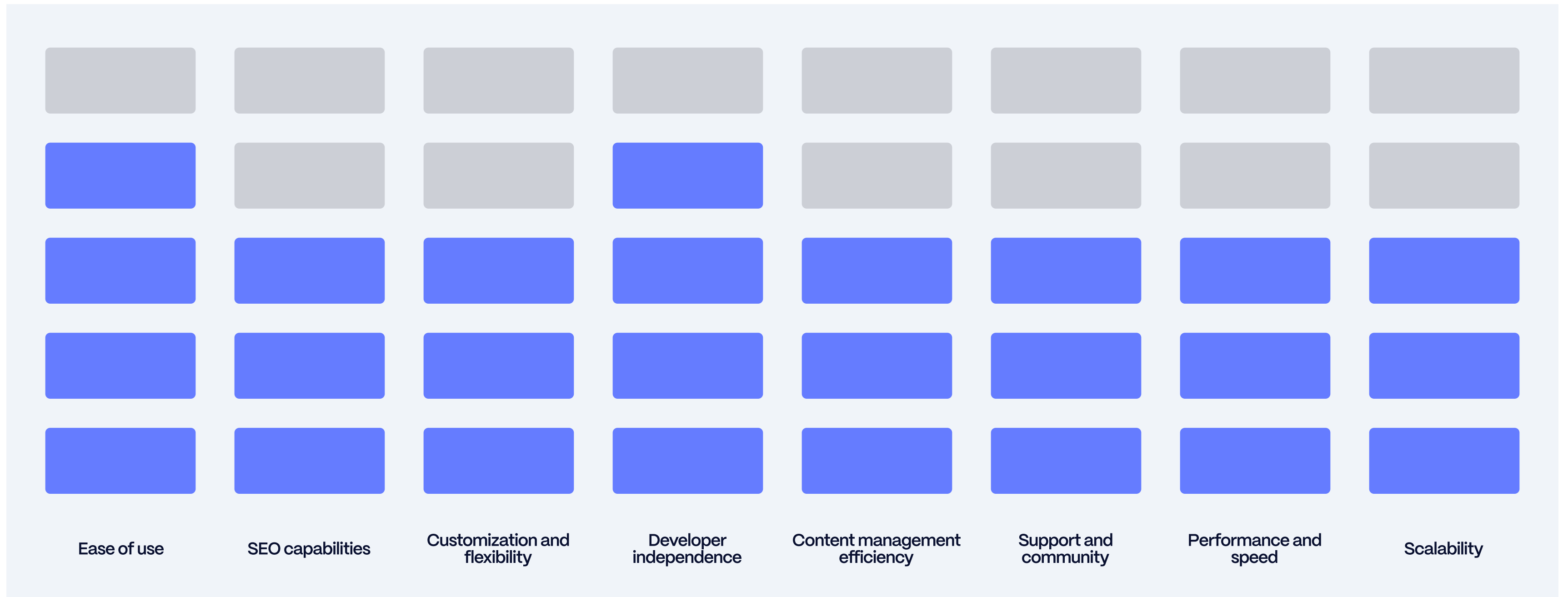
Squarespace is a website builder known for its sleek design templates and all-in-one platform that simplifies the process of creating visually appealing websites.

Key features

- ◆ Professional, high-quality design templates.
- ◆ Integrated tools for SEO, e-commerce, and analytics.
- ◆ User-friendly drag-and-drop interface.
- ◆ Built-in features for blogging, e-commerce, and portfolio sites.



Rankings





Ideal use case:

- ◆ Ideal for users seeking an easy-to-use platform with stylish design options for creating professional websites, portfolios, and small online stores.

Not suitable for:

- ◆ Not suitable for users needing extensive customization, advanced integrations, or highly complex site functionalities.

Pricing:

- ◆ Pricing is structured around personal, business, and e-commerce plans, with more features unlocked at higher tiers.



Headless, Monolithic CMS

Pros

- ◆ Highly scalable and customizable for complex, enterprise-level projects.
- ◆ Strong support for content personalization and targeting.
- ◆ Flexible integration with various third-party tools and services.
- ◆ Robust security features and user management.

Cons

- ◆ Requires technical expertise to set up and manage.
- ◆ Higher cost compared to other CMS platforms, making it less suitable for small businesses.
- ◆ Steeper learning curve, especially for non-technical users.
- ◆ Limited community support compared to more popular CMS platforms.

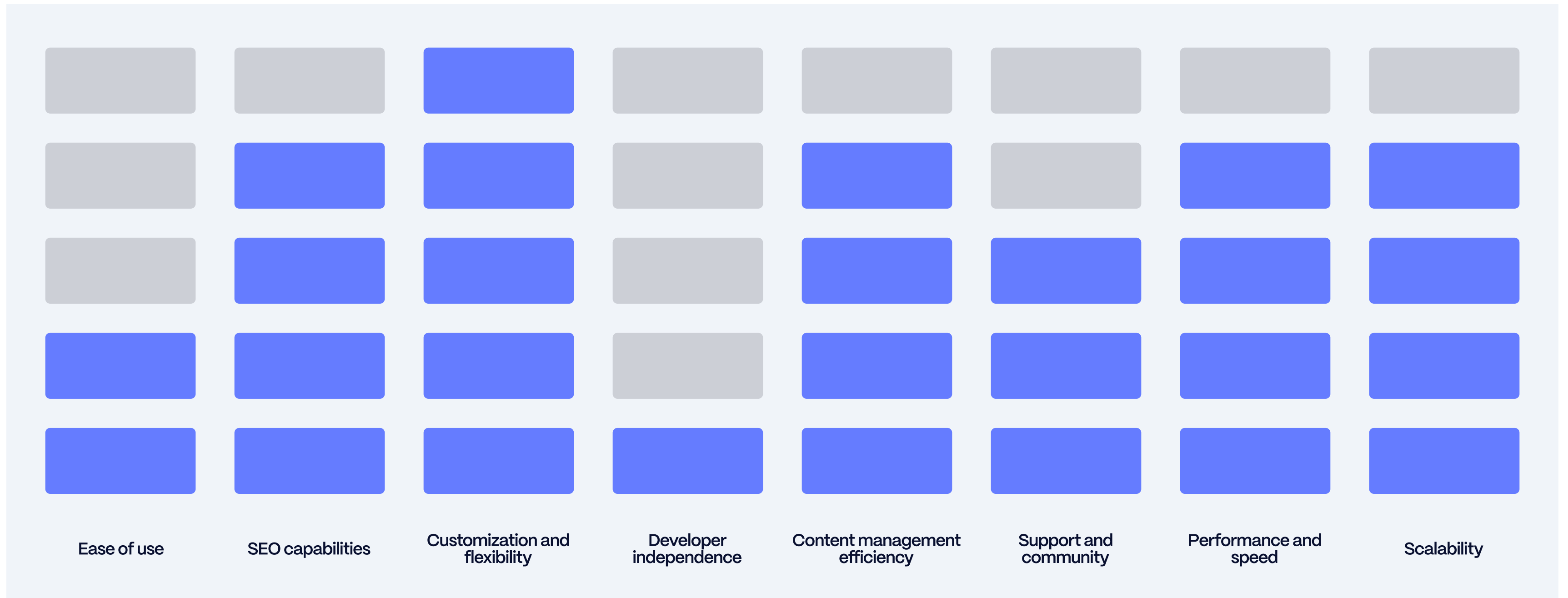
Magnolia is an enterprise-level content management system designed for organizations that require a robust, scalable platform with advanced integration capabilities and a focus on personalized digital experiences.

Key features

- ◆ API-first architecture for seamless integration with various systems.
- ◆ Advanced content personalization and targeting tools.
- ◆ Flexible content modeling and multilingual support.
- ◆ Strong security and user permission management.



Rankings





Ideal use case:

- ◆ Ideal for large enterprises needing a scalable, secure CMS with advanced integration and personalization capabilities.

Not suitable for:

- ◆ Not suitable for small businesses or users looking for an out-of-the-box, user-friendly solution with minimal technical requirements.

Pricing:

- ◆ Enterprise-level pricing with custom quotes based on the specific needs of the business and scale of use.



Monolithic, can be headless CMS

Pros

- ◆ Deep integration with Salesforce CRM for personalized content delivery.
- ◆ Centralized management of content across multiple channels.
- ◆ Strong support for content targeting and segmentation.
- ◆ User-friendly interface for creating and managing content.

Cons

- ◆ Best suited for businesses already using Salesforce; less useful as a standalone CMS.
- ◆ Can be costly, especially for smaller organizations.
- ◆ Limited customization compared to more flexible CMS platforms.
- ◆ Requires familiarity with the Salesforce ecosystem to maximize benefits.

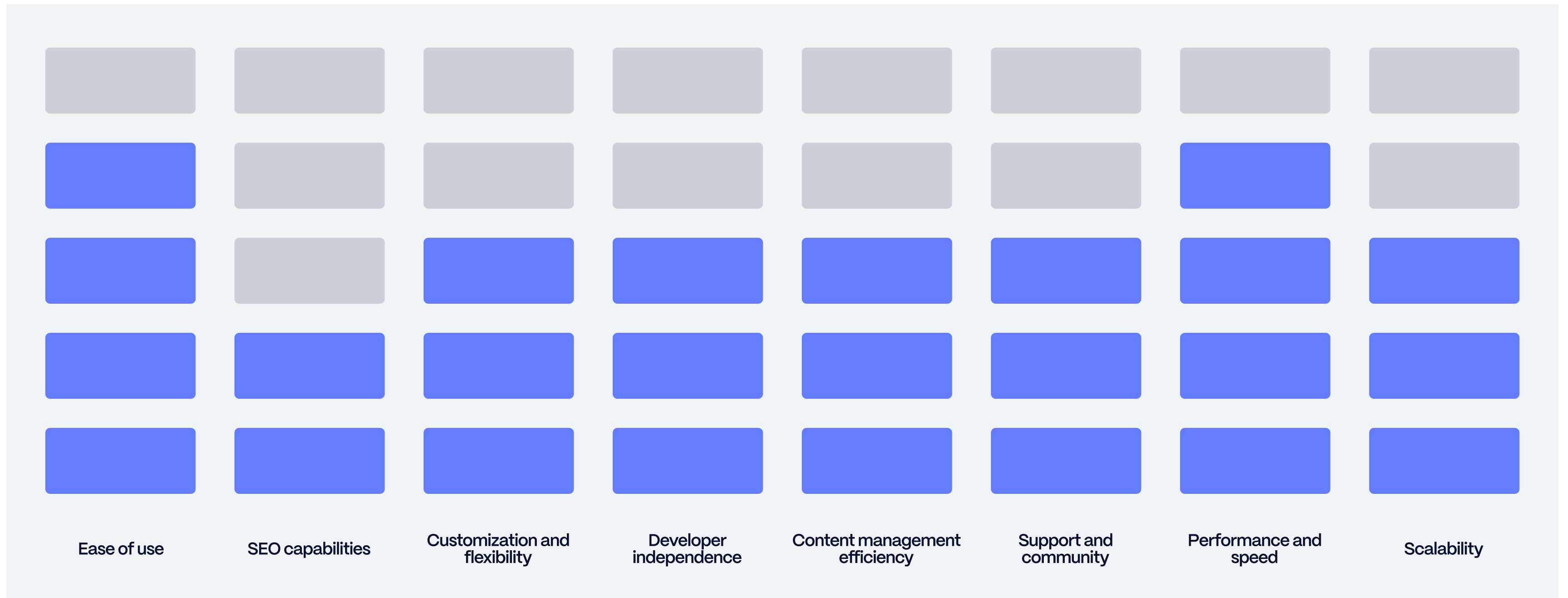
Salesforce CMS is a cloud-based content management system designed to integrate seamlessly with the Salesforce ecosystem, offering personalized content delivery across various channels for businesses focused on customer-centric experiences.

Key features

- ◆ Seamless integration with Salesforce CRM and marketing tools.
- ◆ Centralized content management for multi-channel delivery.
- ◆ Advanced content personalization and targeting based on customer data.
- ◆ Easy-to-use interface with drag-and-drop content creation.



Rankings





Ideal use case:

- ◆ Ideal for organizations that already use Salesforce and need a centralized platform to manage and deliver personalized content across multiple channels.

Not suitable for:

- ◆ Not suitable for users seeking a standalone CMS or those not invested in the Salesforce ecosystem, as it may be less cost-effective and harder to implement without Salesforce integration.

Pricing:

- ◆ Tailored pricing for enterprise customers, often integrated within larger Salesforce product offerings.



Monolithic CMS

Pros

- ◆ Extremely easy to use with a beginner-friendly interface.
- ◆ Affordable pricing with good value for small businesses.
- ◆ Integrated e-commerce and SEO features.
- ◆ Provides hosting and domain registration within the platform.

Cons

- ◆ Limited customization and flexibility compared to more advanced platforms.
- ◆ Fewer advanced features for developers or larger businesses.
- ◆ Limited third-party integrations and app market.
- ◆ Performance may be less optimal for more complex websites.

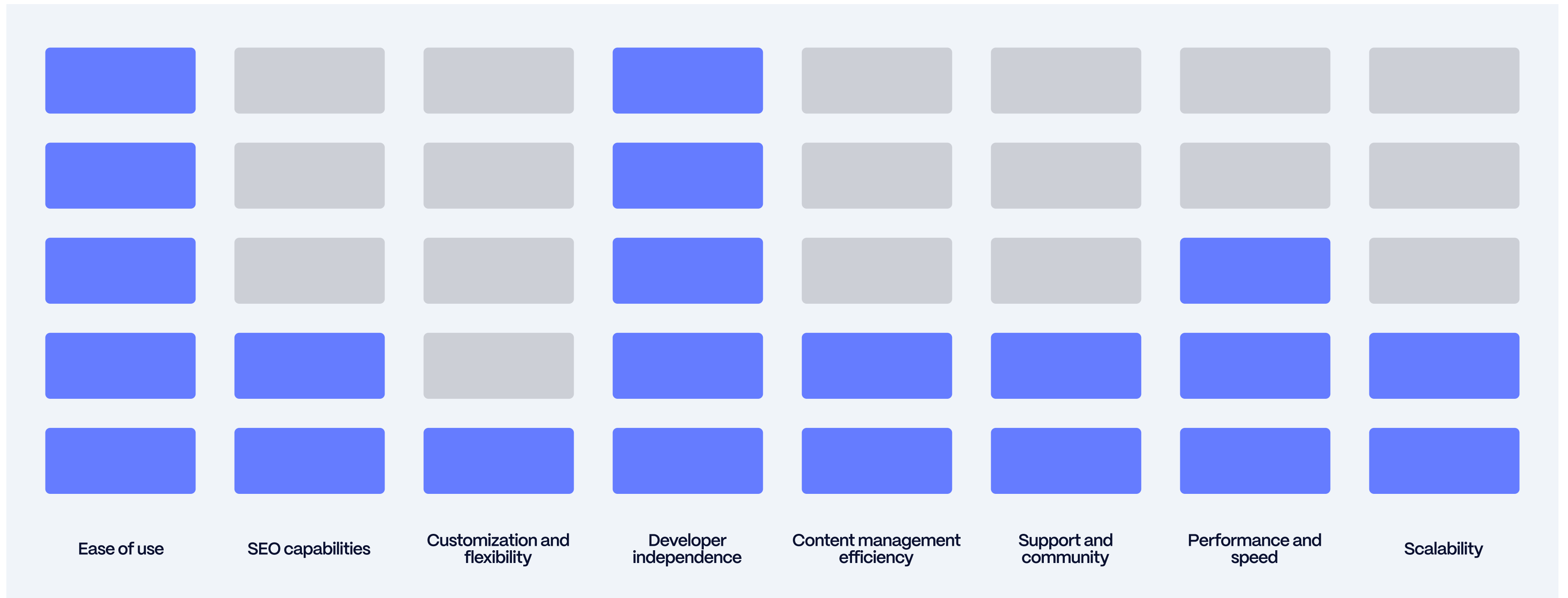
Weebly is a user-friendly website builder designed for individuals and small businesses, offering a drag-and-drop interface that makes it easy to create and manage websites without technical skills.

Key features

- ◆ Simple drag-and-drop website builder with customizable templates.
- ◆ Built-in e-commerce tools for online stores.
- ◆ Integrated SEO and analytics tools.
- ◆ Mobile-responsive themes and site design.



Rankings





Ideal use case:

- ◆ Ideal for individuals, freelancers, and small businesses looking for an affordable, easy-to-use platform to create and manage a simple website.

Not suitable for:

- ◆ Not suitable for users needing advanced customization, scalability, or robust features for complex websites and larger enterprises.

Pricing:

- ◆ Free plan available, with higher tiers offering advanced features such as e-commerce and custom domains.



Monolithic CMS

Pros

- ◆ Intuitive and distraction-free writing environment.
- ◆ Optimized for performance, delivering fast load times.
- ◆ Strong SEO and social media tools built-in.
- ◆ Ideal for content creators with integrated membership and subscription options.

Cons

- ◆ Limited flexibility for non-blogging websites or complex site structures.
- ◆ Fewer themes and plugins compared to other CMS platforms.
- ◆ Requires technical knowledge to self-host and customize.
- ◆ Less suited for e-commerce or feature-rich websites.

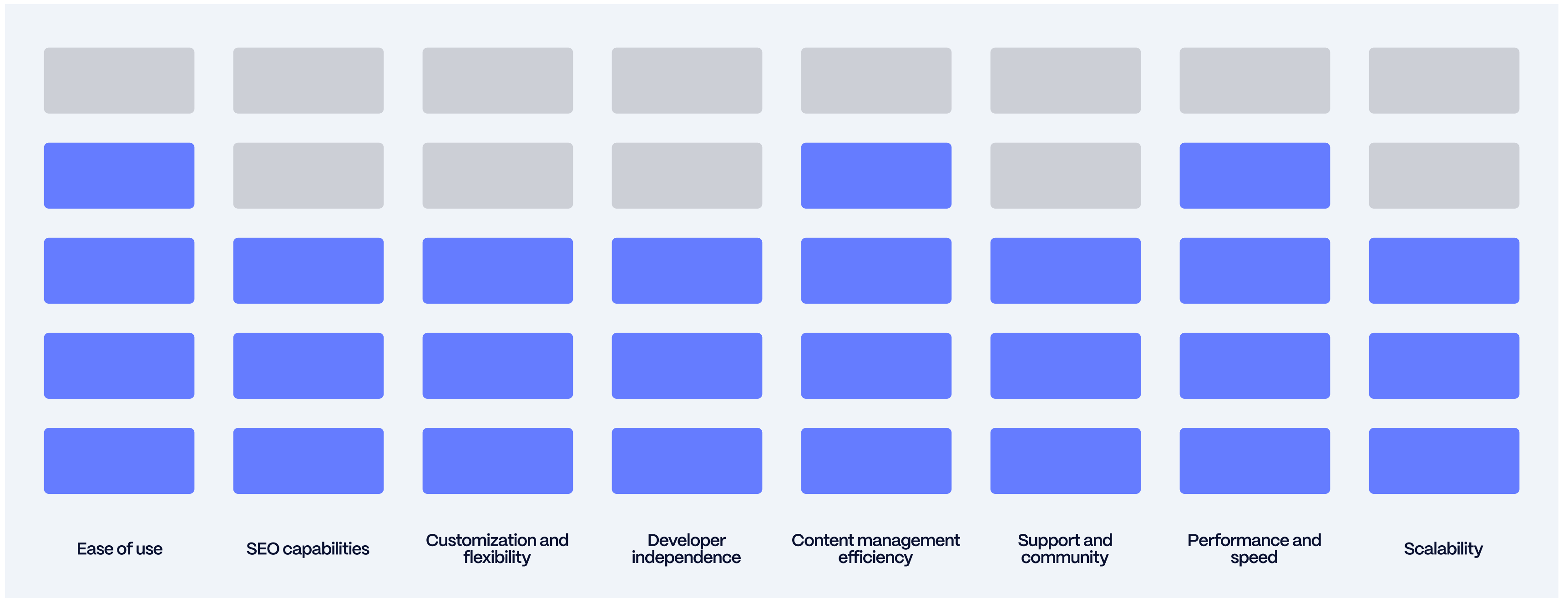
Ghost CMS is a modern, open-source content management system focused on professional publishing, offering a streamlined and minimalist platform ideal for bloggers, journalists, and content-driven websites.

Key features

- ◆ Clean, minimalist interface designed for writing and publishing.
- ◆ Built-in SEO and social media integration.
- ◆ Membership and subscription features for monetization.
- ◆ Fast performance with a focus on speed and efficiency.



Rankings





Ideal use case:

- ◆ Ideal for bloggers, writers, and publishers looking for a fast, minimalist platform dedicated to content creation and distribution.

Not suitable for:

- ◆ Not suitable for users needing extensive customization, advanced e-commerce features, or those managing complex, multi-functional websites.

Pricing:

- ◆ Subscription-based pricing, with different tiers depending on the scale of the site and number of users.



Hybrid headless CMS

Pros

- ◆ Ideal for large enterprises needing advanced personalization and scalability.
- ◆ Deep integration with marketing tools enhances campaign management.
- ◆ Provides detailed insights into user behavior and content performance.

Cons

- ◆ Requires significant technical expertise to implement and manage.
- ◆ Higher licensing and implementation costs compared to other CMS platforms.
- ◆ Extensive features can be overwhelming for non-technical users.

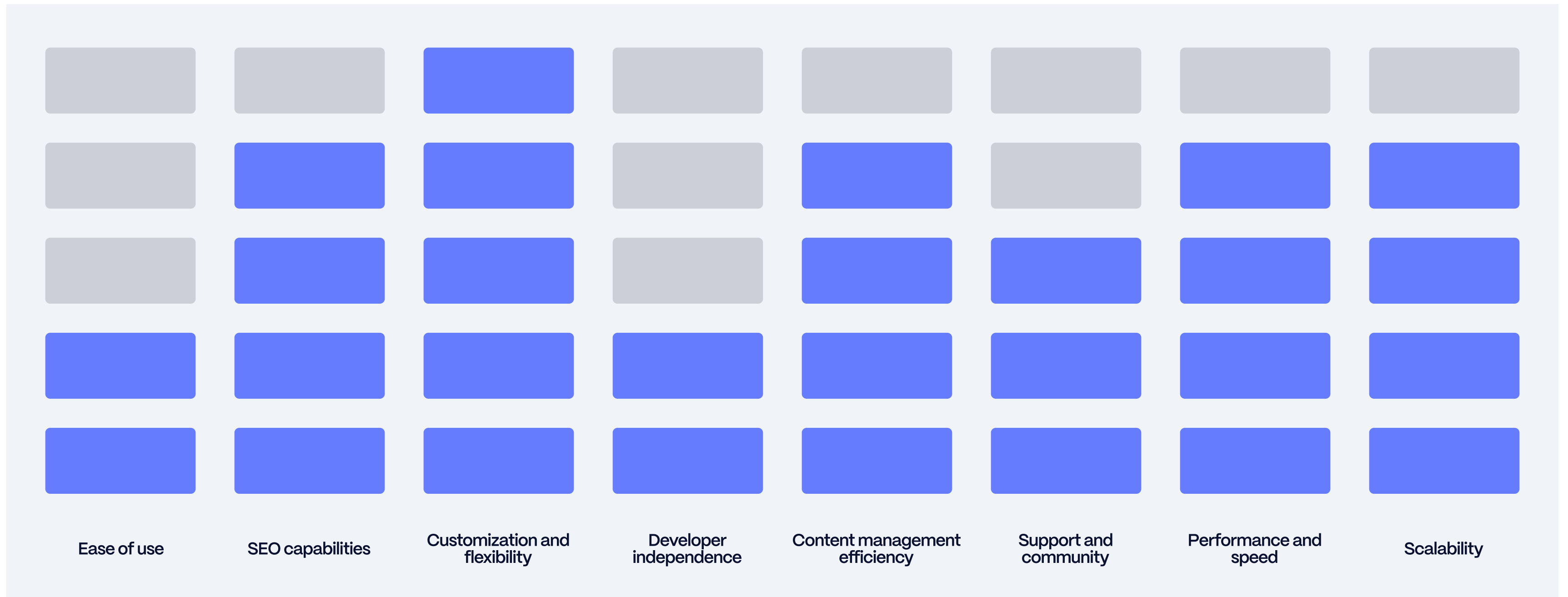
Sitecore is an enterprise-level CMS known for its powerful personalization capabilities and deep integration with marketing automation tools, making it a preferred choice for large organizations looking to deliver personalized digital experiences at scale.

Key features

- ◆ Delivers tailored content based on user behavior and data.
- ◆ Seamlessly integrates with CRM and marketing automation platforms.
- ◆ Offers robust analytics for tracking user interactions and optimizing content.



Rankings





Ideal use case:

- ◆ Large enterprises with complex digital marketing needs, requiring advanced personalization and integration with other enterprise systems.

Not suitable for:

- ◆ Small businesses or users with limited technical resources who need a simpler, more affordable CMS solution.

Pricing:

- ◆ Custom pricing for large enterprises, based on the complexity of the implementation and number of users.



Monolithic, can be headless

Pros

- ◆ Ideal for projects requiring unique features and extensive customization.
- ◆ Strong support for developers, with a flexible API and robust documentation.
- ◆ Backed by a vibrant community, offering a wealth of resources and plugins.

Cons

- ◆ Requires technical expertise for setup, customization, and ongoing maintenance.
- ◆ Lacks some advanced features found in more comprehensive CMS platforms.
- ◆ May be challenging for users without technical skills to fully leverage.

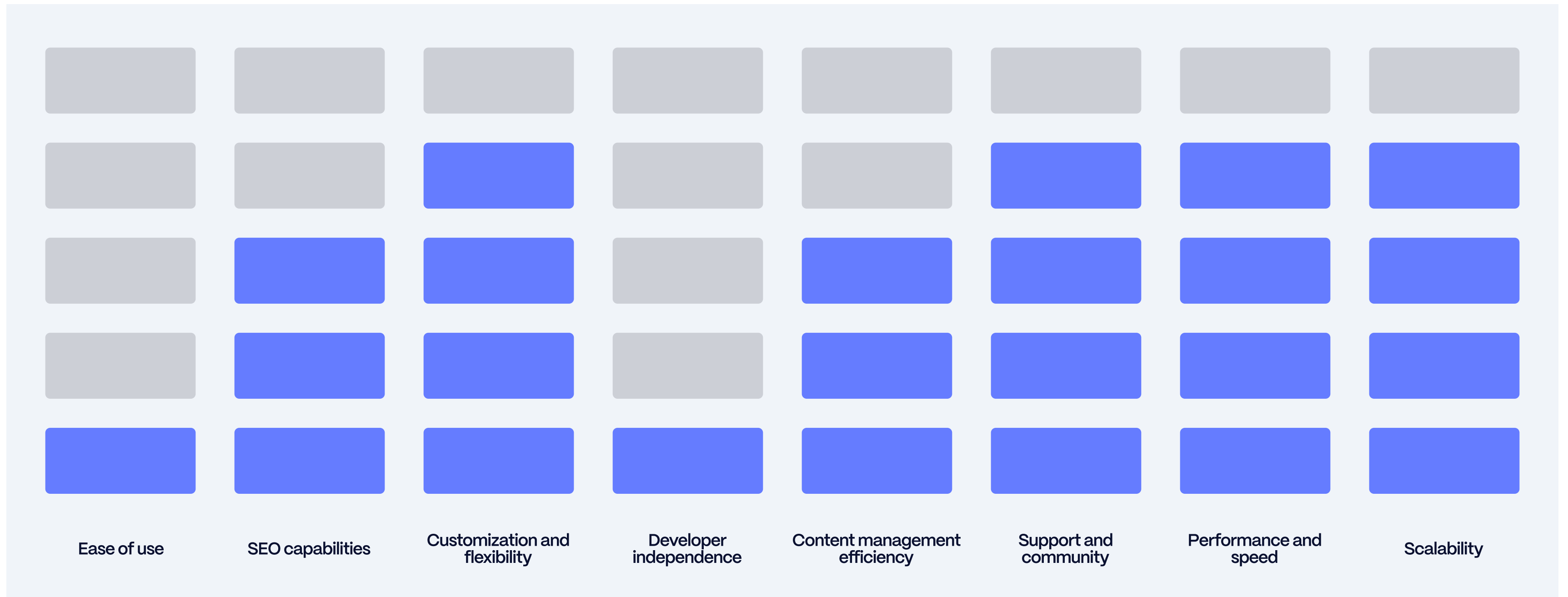
Umbraco is an open-source CMS that offers a highly flexible and developer-friendly platform, making it a popular choice for agencies and developers building custom websites and applications. Umbraco provides a strong foundation for content management while allowing for extensive customization to meet specific business needs.

Key features

- ◆ Complete control over customization and development.
- ◆ A clean and intuitive editing experience for content managers.
- ◆ A wide range of plugins and integrations for enhanced functionality.



Rankings





Ideal use case:

- ◆ Agencies and developers seeking a flexible, open-source CMS for building highly customized websites or applications.

Not suitable for:

- ◆ Non-technical users or small businesses needing a simple, out-of-the-box CMS with minimal customization.

Pricing:

- ◆ Free open-source version, with paid options for cloud hosting and enterprise support.



Monolithic, can be headless

Pros

- ◆ Strong focus on testing and personalization to enhance user engagement and conversions.
- ◆ Combines content management, digital marketing, and experimentation in one platform.
- ◆ Scalable and secure, suitable for large organizations with complex digital needs.

Cons

- ◆ Implementation and customization can be complex and typically require skilled developers.
- ◆ Higher licensing and operational costs may be prohibitive for smaller businesses.
- ◆ Extensive features can be overwhelming for new users or small teams.

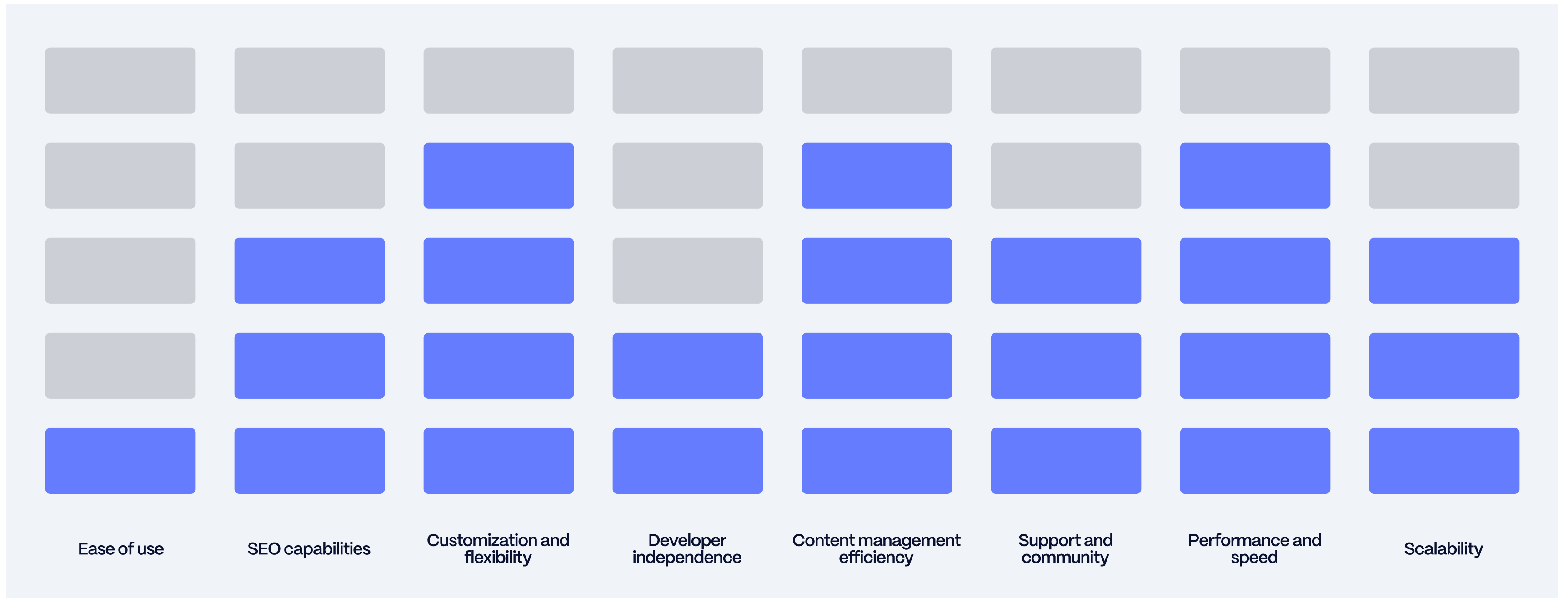
Optimizely, formerly known as Episerver, is a robust CMS and digital experience platform that excels in providing personalized content, A/B testing, and advanced marketing automation tools. It is designed for enterprises aiming to deliver optimized and data-driven digital experiences, making it an ideal choice for organizations focused on conversion rate optimization and customer experience.

Key features

- ◆ Built-in tools for delivering personalized content and conducting experiments to optimize user experience.
- ◆ Integrates with marketing platforms to automate and optimize customer journeys.
- ◆ Comprehensive analytics and reporting to guide decision-making and improve digital strategies.



Rankings





Ideal use case:

- ◆ Large enterprises focused on data-driven marketing, personalization, and conversion optimization, needing a digital experience platform.

Not suitable for:

- ◆ Small to mid-sized businesses looking for a simpler or more cost-effective CMS without the need for advanced experimentation and automation features.

Pricing:

- ◆ Custom, enterprise-level pricing based on the scope of usage, particularly for content and experimentation solutions.



Headless CMS

Pros

- ◆ Ideal for projects that require custom frontend development and flexible content delivery across multiple platforms.
- ◆ Modern web development frameworks and provides a robust API for easy integration.
- ◆ A user-friendly interface for content creators, with features like drag-and-drop and real-time previews.

Cons

- ◆ Requires technical expertise for setting up and managing the frontend, which can be a barrier for non-technical teams.
- ◆ Lacks some advanced features found in traditional CMS platforms, relying more on custom development.
- ◆ Subscription-based pricing can be a consideration for smaller teams or projects with limited budgets.

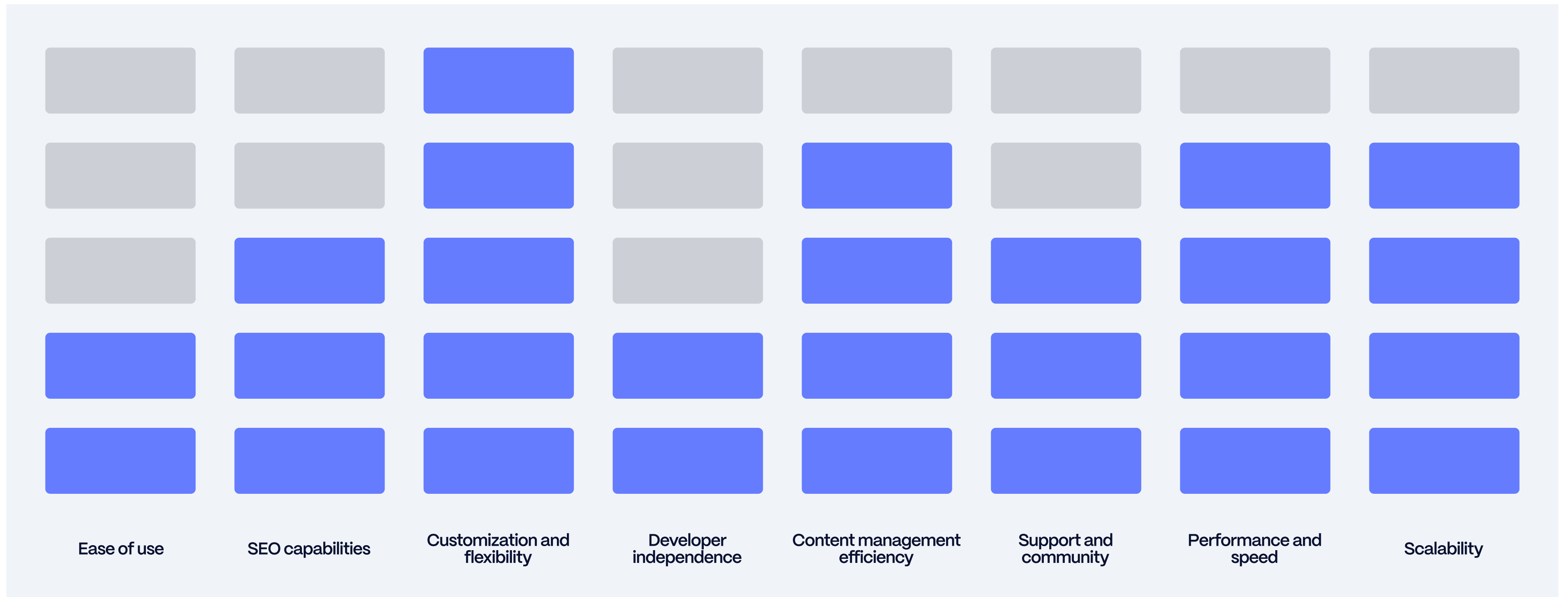
Prismic is a headless CMS that emphasizes a flexible, API-first approach to content management, making it an excellent choice for developers and marketers who need a platform that can easily integrate with modern web technologies.

Key features

- ◆ Separates content management from the frontend, enabling flexibility in how content is displayed across various platforms.
- ◆ Modular content components that marketers and developers the ability to create dynamic, reusable content sections.
- ◆ Content management in multiple languages, making it ideal for global teams.



Rankings





Ideal use case:

- ◆ Development teams and marketers looking for a headless CMS that offers flexibility in frontend design.

Not suitable for:

- ◆ Small businesses or non-technical users needing an all-in-one CMS with extensive built-in features.

Pricing:

- ◆ Free and paid tiers based on content needs, user collaboration, and API usage.



Headless CMS

Pros

- ◆ Highly customizable, ideal for developers building tailored solutions.
- ◆ Strong community support and extensive documentation.
- ◆ Flexibility in content management and API generation.

Cons

- ◆ Requires developer expertise for setup, customization, and maintenance.
- ◆ Can be complex for non-technical users due to its developer-oriented design.
- ◆ Self-hosting means taking on the responsibility of managing infrastructure and security.

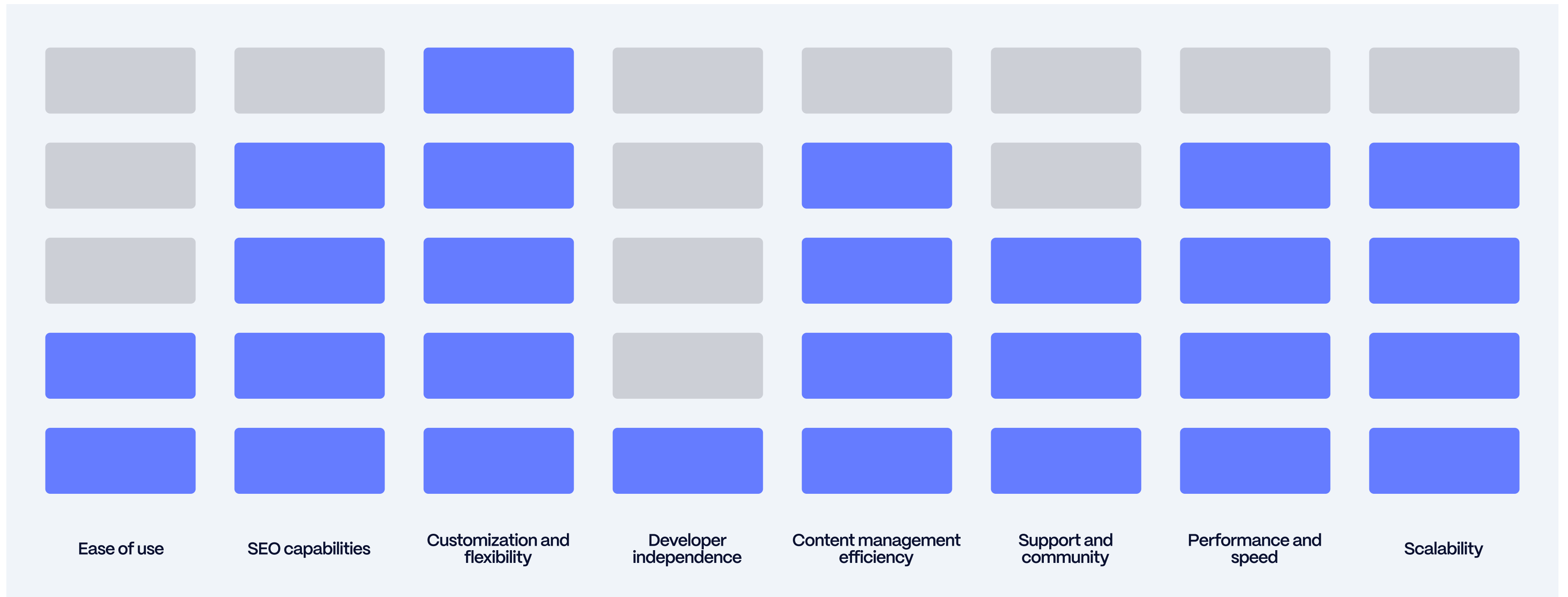
Strapi is an open-source, headless CMS that offers a highly customizable and developer-friendly platform, allowing for seamless integration with modern web technologies. It's designed to be flexible, enabling teams to build APIs and manage content across various platforms with ease.

Key features

- ◆ Open-source and self-hosted, providing full control over the CMS.
- ◆ Customizable content types and APIs tailored to specific project needs.
- ◆ Supports a wide range of plugins for extended functionality.



Rankings





Ideal use case:

- ◆ Perfect for development teams seeking a flexible, open-source CMS that can be fully customized.

Not suitable for:

- ◆ Not ideal for small businesses or users needing an out-of-the-box CMS with minimal technical setup.

Pricing:

- ◆ Free and open-source with optional paid hosting and support services for larger businesses.



Headless CMS

Pros

- ◆ Intuitive visual editor simplifies content management and reduces the learning curve.
- ◆ Highly flexible with reusable content components and modular content structures.
- ◆ Strong API support enables seamless integration with a variety of platforms.

Cons

- ◆ Advanced customization may require developer involvement.
- ◆ Pricing can be high for premium features and larger projects.
- ◆ The visual editor may not meet all needs for complex content arrangements.

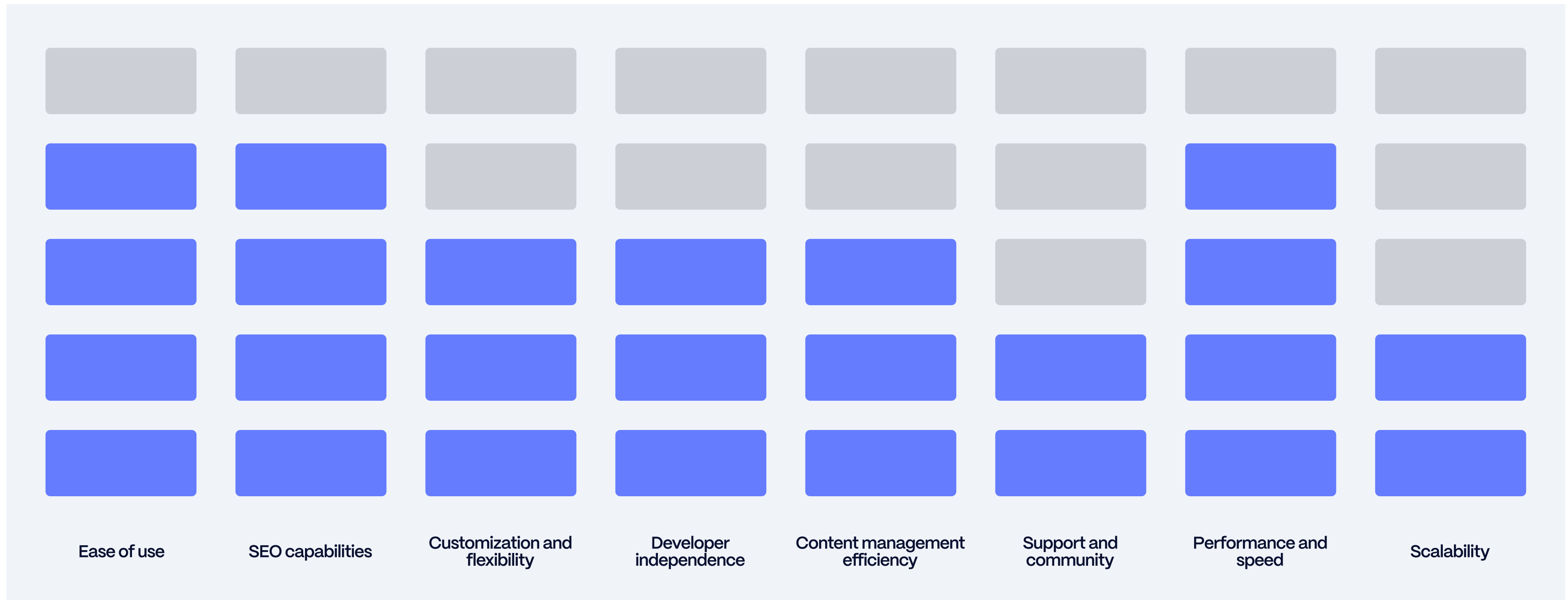
Storyblok CMS is a headless CMS known for its visual editor and flexible content management system. It offers a powerful API and user-friendly interface, allowing developers and content creators to manage and deliver content seamlessly across various digital platforms.

Key features

- ◆ Visual editor for easy content creation and management with real-time previews.
- ◆ Flexible content modeling with reusable components and customizable fields.
- ◆ Robust API for integrating content with any frontend or application.



Rankings





Ideal use case:

- ◆ For teams needing a headless CMS with a strong visual editor and flexible content management capabilities.

Not suitable for:

- ◆ For users or projects seeking a traditional CMS with less emphasis on API-based integration and more out-of-the-box features.

Pricing:

- ◆ Scalable pricing based on content usage and collaboration needs, starting with a free tier.



Monolithic CMS

Pros

- ◆ Easy-to-use interface simplifies content creation and management.
- ◆ Flexible and customizable, suitable for various project requirements.
- ◆ Strong API support enables integration with different frontend technologies.

Cons

- ◆ Advanced features may require developer expertise for full utilization.
- ◆ Limited built-in functionalities compared to some more feature-rich CMS options.
- ◆ May have higher costs associated with premium features and scaling.

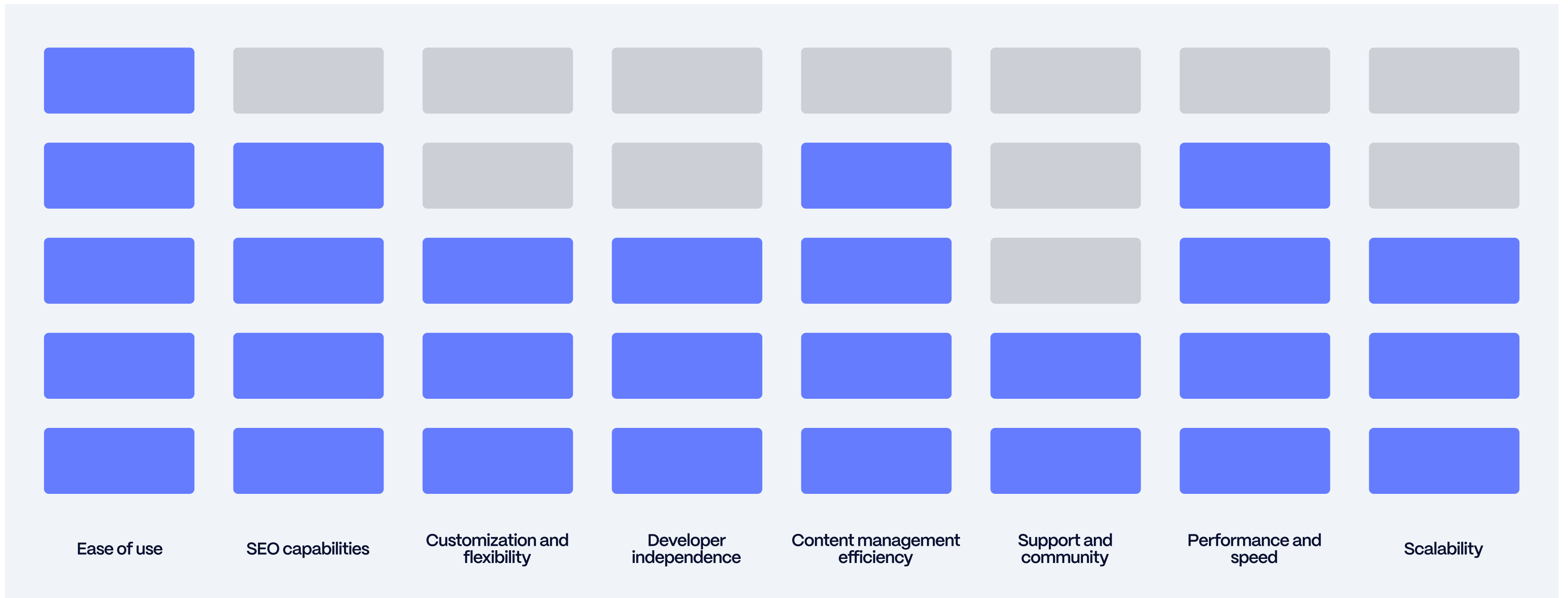
Zephyr CMS is a versatile, headless content management system designed for flexibility and ease of use. It caters to developers and content creators by offering a modern interface and a robust API for managing and delivering content across various digital platforms.

Key features

- ◆ Headless architecture with a powerful API for seamless content delivery.
- ◆ User-friendly interface with customizable content modeling.
- ◆ Content updates and collaborative features for efficient content management.



Rankings





Ideal use case:

- ◆ Best for teams and organizations needing a flexible, headless CMS with strong API capabilities and an intuitive user interface.

Not suitable for:

- ◆ Not ideal for users or small projects looking for a traditional CMS with extensive out-of-the-box features and minimal setup.

Pricing:

- ◆ Custom enterprise pricing focused on headless CMS solutions, depending on the complexity and integrations required.

Final thoughts: Where to?

Each platform offers unique features and capabilities.

While CMSs like WordPress and Webflow have gained significant traction due to their user-friendly interfaces and extensive functionalities, the landscape is much more versatile

The various options available cater to different needs, from robust enterprise solutions to highly customizable headless systems.

As you navigate through the CMS options presented in this whitepaper, consider your specific marketing and business requirements. Each CMS brings its own strengths and trade-offs, so we encourage you to delve deeper into the CMSs that stand out to you and explore their potential in detail.

If you're uncertain about which CMS best suits your needs or require further guidance in making an informed decision, Flow Ninja is here to help!

Reach out to us for a personalized consultation to find the perfect CMS that aligns with your marketing strategy and business objectives.

Looking for a partner to help you drive your website growth?

CMS platforms can be categorized into three main types, each with its own strengths and use cases: monolithic, headless.

Let's talk

[Our portfolio](#) →

[Explore our services](#) →

[More useful resources](#) →