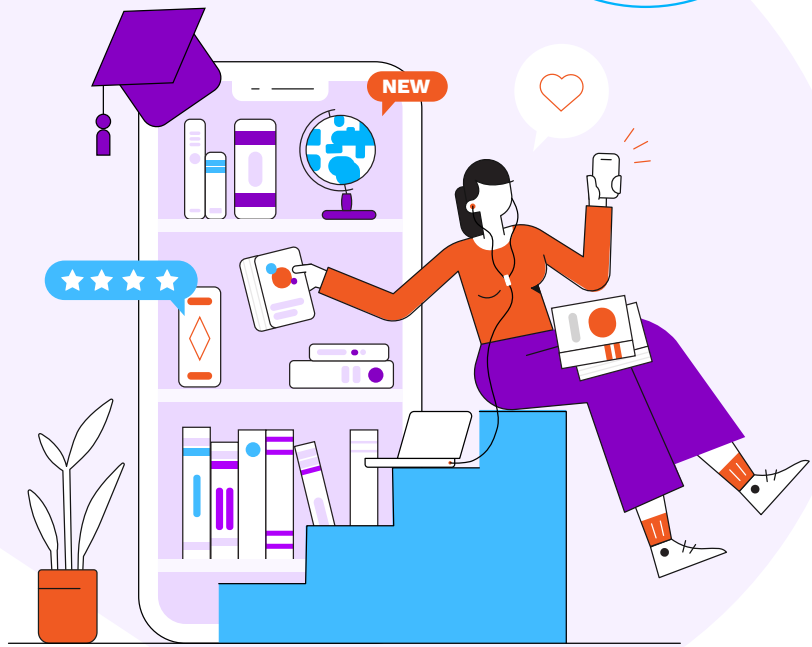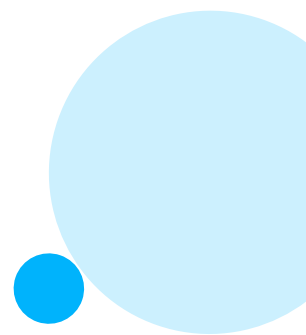**Ebook**

# Empowering educational excellence.

**10 steps to a superior digital experience**

kentico.com

# Table of contents**.**

# Solving the digital equation in education.

Educational institutions—from early childhood centers and K-12 schools to vocational programs, and colleges—face rising expectations in digital engagement. Whether supporting preschool programs, streamlining student registration, managing financial aid or driving digital marketing, institutions must deliver meaningful, consistent interactions across a diverse range of audiences: students, parents, faculty, alumni, and potential donors.
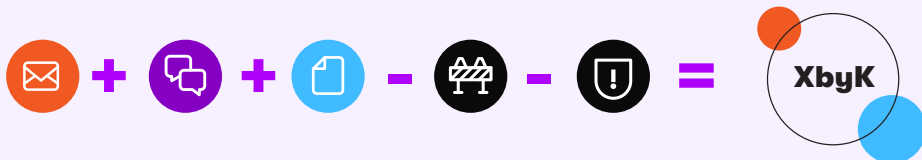
$$\boxed{\text{✉}} + \boxed{\text{💬}} + \boxed{\text{📄}} - \boxed{\text{🚧}} - \boxed{\text{🛡}} = \bigcirc \text{XbyK}$$

Xperience by Kentico (XbyK) is a robust content management system (CMS) with built-in digital marketing features designed to simplify and strengthen digital engagement. By placing content at the center and uniting essential tools into one seamless platform, XbyK enables educational institutions to manage their digital presence with ease, efficiency, and impact.

With XbyK, marketing teams can compete effectively with larger institutions, achieving more with existing resources, accelerating time to market, and ensuring consistent messaging across all digital touchpoints, including websites, mobile apps, email. This unified approach helps them create personalized experiences that resonate with their audiences and maximize ROI.

This ebook serves as a practical guide to tackling today's digital challenges and explores how a digital experience platform like Xperience by Kentico can support institutions of all sizes in building efficient, scalable, and future-ready digital strategies.
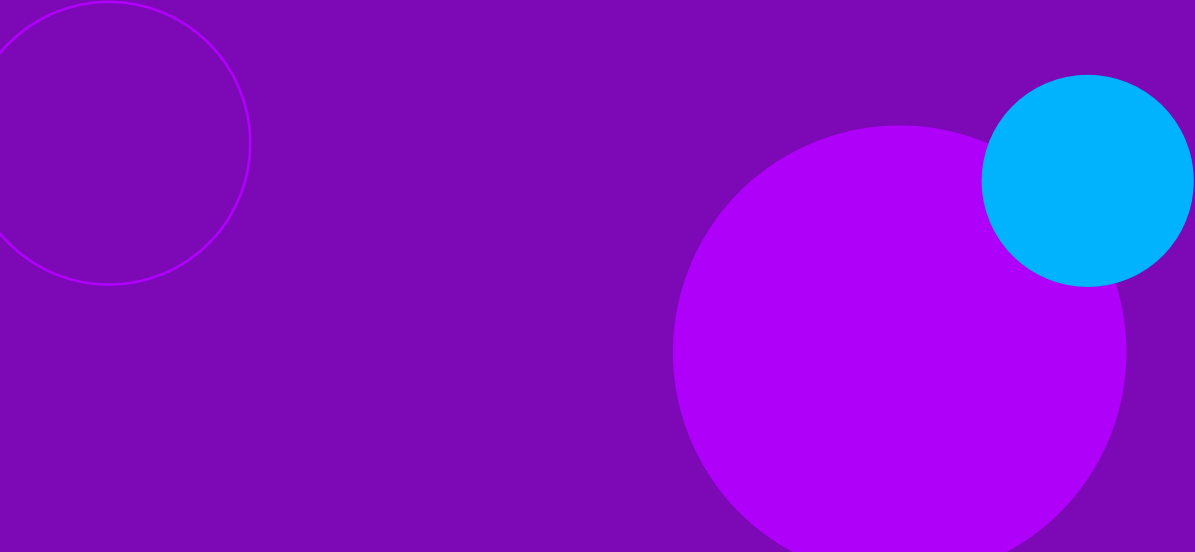
**So, grab your notebooks—class is in session!**

Empowering educational excellence.

# 10 challenges in educational digital strategy.

Educational institutions, regardless of their size or focus, face a shared set of digital challenges that can limit their full potential, impact operational effectiveness, and slow growth. In this section, we'll dive into these critical challenges and reveal how Xperience by Kentico equips institutions to overcome these obstacles, boost engagement, and drive sustainable success.

# 1

# Resource constraints
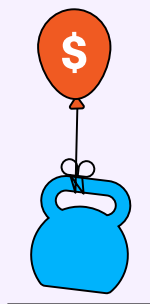
Resource constraints present significant challenges for educational institutions in delivering effective digital experiences. With limited budgets, many smaller colleges and public schools struggle to invest in modern tools and often rely on outdated systems that fail to meet today's user expectations. This reliance hampers their online presence and makes it difficult to engage prospective students.

Moreover, cumbersome processes for updating content across various platforms can lead to outdated information, frustrating users. Smaller digital teams often juggle multiple responsibilities, which can affect the quality and consistency of content delivery. As a result, gaps in service can emerge, negatively impacting user engagement.

Xperience by Kentico consolidates all essential tools for content management and digital marketing into a single platform, reducing costs and enabling smaller marketing teams to create modern, engaging digital experiences without depending on outdated systems or IT support.

By streamlining content updates across websites, apps, and emails, Xperience by Kentico saves time and minimizes manual tasks. Its centralized content management ensures accuracy and consistency, allowing institutions to effectively manage their digital presence and connect with their audiences—even on a limited budget.

**2**
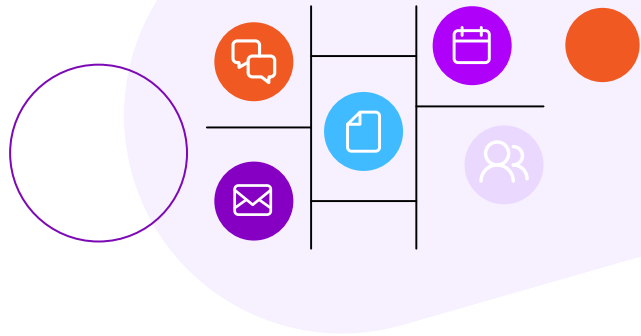
# Fragmented digital ecosystem

Many educational institutions rely on a wide variety of systems across departments to manage their everyday operations, such as:

| | | | | |
|---|---|---|---|---|
| Parent portals | Learning management systems (LMS) | Communication platforms | Alumni portals | Fundraising platforms |
| Payment platforms | Online classes | Classroom management tools | Networking tools | Event management |
| Mobile apps | Student portals | Assessment tools | Enrollment and registration systems | Ebook and digital libraries |
| Professional development platforms | Jobs board and career services | Impact reports | Content management tools | Sign ups for clubs and activities |
| Attendance tracking | Social media | School communities | Digital asset management platforms (DAM) | Collaboration tools |

These systems are often not integrated, creating data silos that isolate information, making it difficult to access across platforms. This fragmentation results in inefficient workflows for staff and diminishes user experiences.

By consolidating essential tools (CMS, email marketing, marketing automation, personalization, analytics, etc.) into a single, unified platform and integrating with third-party tools via APIs, Xperience by Kentico eliminates data silos, offering a comprehensive view of the customer. These cross-channel insights enable more personalized customer interactions and support better decision-making overall.

# 3

# Personalized experiences for diverse audiences

Educational institutions serve a diverse range of audiences, including prospective students, current students, parents, alumni, and donors, each with their own unique expectations and needs.

Without effective audience segmentation and personalization tools, institutions find it challenging to tailor their messaging and experiences to these distinct groups, resulting in a generic digital experience that fails to engage any one segment effectively.

Xperience by Kentico offers powerful audience segmentation and personalization features that enable institutions to tailor their messaging and content for each unique audience. By analyzing user behavior and preferences, the platform allows institutions to deliver targeted communications that meet the specific needs of different groups, enhancing their overall experience and strengthening their connection with the institution.
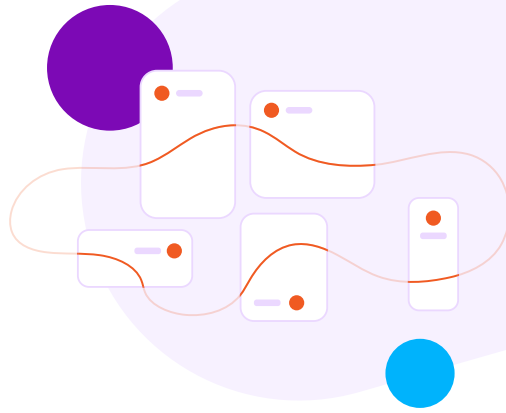
# Consistent brand messaging

Institutions often have multiple departments and programs, each with its own communication needs, tools, and channels. This can lead to inconsistencies in language, tone, and design across websites, mobile apps, and email campaigns. Such discrepancies can dilute the institution's brand and confuse audiences, making it difficult to create a cohesive image.

Centralized content management—where all content, images, videos, and more are stored in one place—helps ensure brand consistency across all platforms. Teams can easily reuse existing content in different places and update all instances at once, saving time and effort.

Customizable templates make it even easier by allowing departments to create pages and emails that match branding standards. This simplifies the process for teams, enabling them to deliver consistent messaging quickly across websites, social media, and email campaigns.

**5**
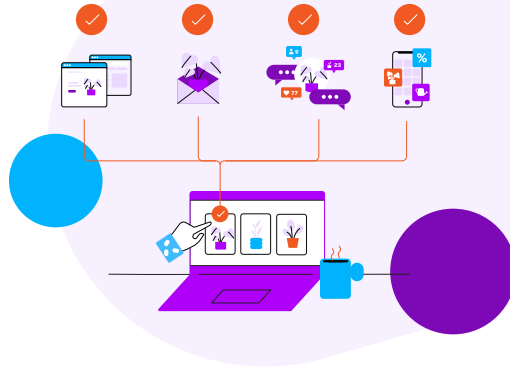
# Content management across channels

Managing content across various digital touchpoints—such as websites, mobile apps, social media, and email—presents a common challenge for educational institutions.

Each channel targets a different audience and requires tailored formats, messaging styles, and timing for effectiveness. This complexity can overwhelm teams, especially when resources are limited.

By centralizing all content and digital assets in one platform and enabling headless content delivery, Xperience by Kentico makes it easy to share content across websites, social media, and mobile apps with just a few clicks. What's more, with AIRA, the built-in AI assistant, content can be created once and automatically transformed for different channels.

Empowering educational excellence.

**6**
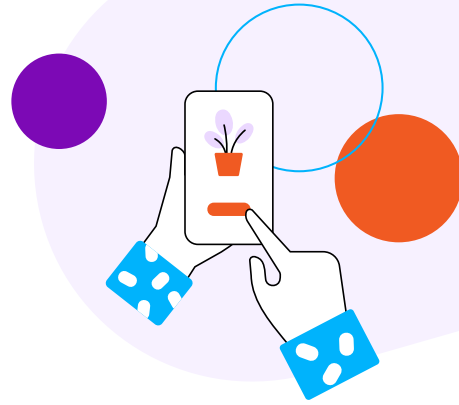
# Mobile-first strategy

Educational institutions must prioritize a mobile-first strategy to keep users engaged and avoid alienating students and parents who rely on mobile devices. Students increasingly expect to explore programs and track updates, seamlessly on their phones.

Yet, fully optimizing digital content for mobile presents challenges, especially when adapting existing websites and applications to perform well on smaller screens. A lack of mobile optimization can impact user satisfaction and weaken the institution's digital reputation.

With Xperience by Kentico's mobile-responsive design, users can easily access essential information—like admissions updates, course materials, event news, and campus announcements—right from their phones. This helps keep users engaged, strengthens connections, and supports retention. Content creators can also share updates via dedicated mobile apps and use push notifications and mobile-friendly forms to support quick communication and encourage immediate responses.

**7**

# Turning data into insights

Educational institutions often struggle to effectively leverage analytics for strategic decision-making, frequently relying on anecdotal evidence or past experiences. For instance, a program may appear popular based on a few positive testimonials, but deeper data analysis could reveal low overall engagement. Additionally, data fragmentation across multiple platforms complicates the assessment of marketing efforts, leading to continued investment in ineffective strategies and missed opportunities for improvement.

Xperience consolidates various data sources, enabling institutions to easily track key performance indicators (KPIs) related to user engagement, campaign effectiveness, and conversion rates across all digital channels. This helps identify strengths and weaknesses in their digital presence.

With clear, actionable insights, institutions can make data-driven decisions that enhance marketing effectiveness, improve enrollment, increase retention, and achieve greater overall engagement with prospective students and key audiences.

**8**

# Data privacy and compliance

Educational institutions handle vast amounts of sensitive data, including student records, family information, and financial details, which necessitates compliance with strict data privacy laws such as FERPA, GDPR, and COPPA. Navigating these regulations can complicate the use of data for personalization and engagement, as institutions must implement comprehensive data handling practices, secure systems, and user consent management.

Simultaneously, creating an inclusive digital environment is crucial for educational institutions, yet many struggle to meet accessibility standards like the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG) due to budget constraints and outdated technology. Neglecting accessibility can alienate users and pose legal risks, damaging an institution's reputation.

Xperience by Kentico provides built-in features that prioritize data security and regulatory compliance while promoting inclusivity. The platform aligns with compliance laws through robust data handling practices and advanced user consent management tools, ensuring effective permission management and reducing the risk of non-compliance. With strong security measures, including encryption and secure access controls, XbyK protects sensitive information and fosters trust among students, parents, and staff.

Additionally, the platform includes built-in accessibility checks to automatically identify and rectify potential issues, ensuring that all digital assets meet necessary guidelines. Its user-friendly interface empowers staff of all technical backgrounds to implement accessibility features effectively.

# 9
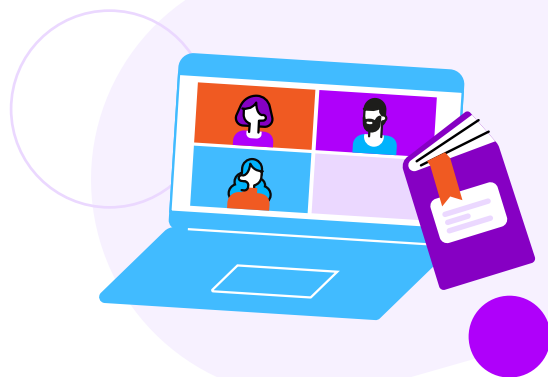
# Support for online and hybrid learning

As online and hybrid learning become more common, educational institutions must create seamless and engaging digital experiences for remote learners.

This means managing various systems, such as learning management systems (LMS), virtual classrooms, and video conferencing tools, while ensuring they are user-friendly and integrated into a smooth learning experience. Technical issues or a disjointed user experience can harm both learning quality and student satisfaction.

Xperience by Kentico is designed for seamless integration and allows institutions to manage learning management systems (LMS), virtual classrooms, and video conferencing from a single interface. This integration reduces technical issues and creates a cohesive learning environment for students and faculty.

The platform prioritizes user-friendly design, offering customizable templates and intuitive interfaces that help institutions create engaging content for remote learners. Features like personalized learning paths, real-time collaboration, and mobile accessibility enhance student satisfaction and learning quality.

# 10

# Adapting to rapid technological change

The digital landscape is constantly evolving, with new trends and student expectations emerging regularly. However, educational institutions often face longer decision-making cycles and may lack the budget or technical expertise to adopt new technologies quickly.

This can make it difficult to keep pace with advances like mobile-first design, artificial intelligence, and immersive online experiences.

Institutions that lag in adopting these digital trends risk losing relevance, as audiences increasingly expect modern and user-friendly digital interactions.

Xperience by Kentico enables educational institutions to navigate the ever-changing digital landscape with confidence. Designed for flexibility, the platform allows for seamless adoption and integration of new technologies without needing extensive technical expertise.

Its modular architecture encourages experimentation, making it easy for institutions to test and implement innovative tools like advanced learning management systems (LMS), video conferencing solutions, and student engagement platforms—all without major disruptions to existing systems.
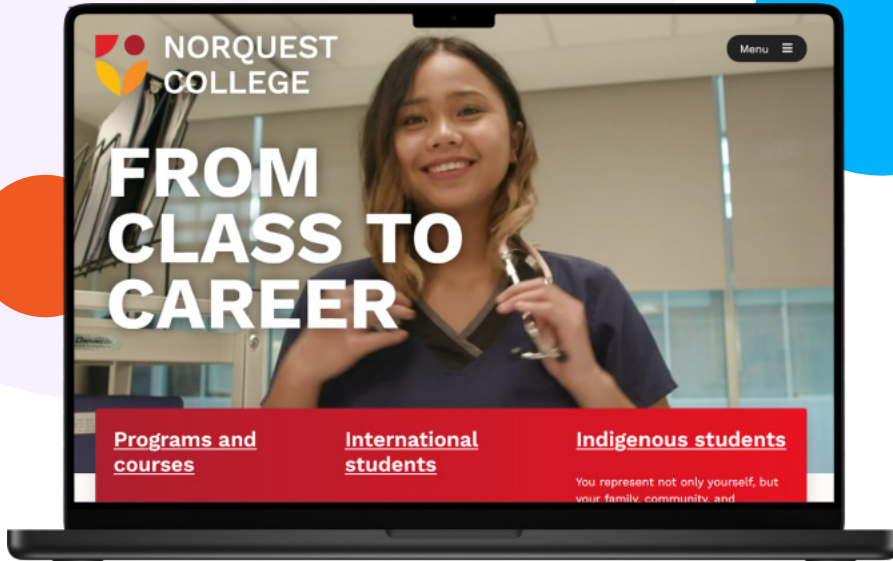
This adaptability not only enhances digital offerings but also keeps institutions at the forefront of educational innovation, effectively meeting the evolving needs of students and stakeholders.
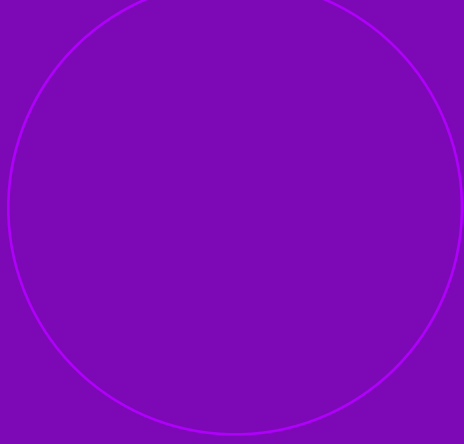
# Real-world success stories.
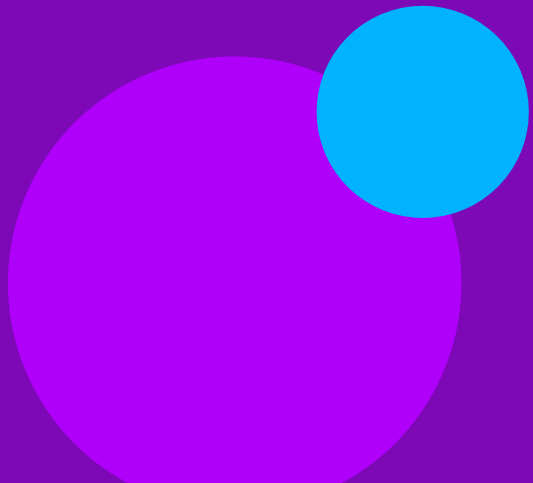
# NORQUEST COLLEGE



NorQuest College, serving 19,500 students across Edmonton, needed to migrate its primary site and seven additional sites (4000+ pages) to the latest Kentico version within a tight nine-month timeline.

Kentico's robust integration capabilities allowed seamless connections with NorQuest's systems, like Moneris for registration and PeopleSoft for real-time program data, keeping content up to date across all eight sites. The result is a fast, efficient, and user-friendly digital experience for NorQuest's community.

- Kentico's flexible CMS has enabled NorQuest's teams to manage and update content more effectively.

- The optimized system also improved performance, raising the site's Lighthouse score by over 22 points (now above 92) and making the popular program search feature 3.5 times faster for users.

**READ THE FULL STORY**

# blanchard.
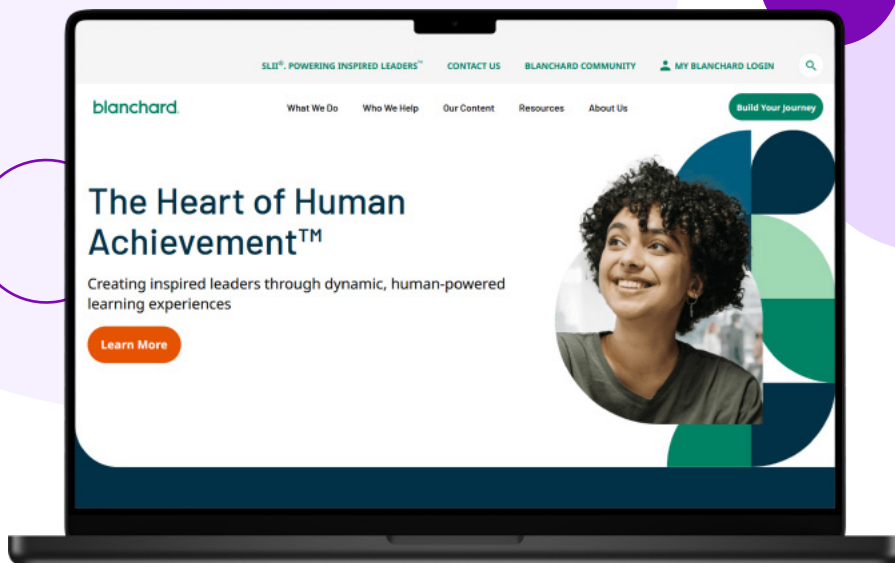


Blanchard, a leader in professional development and training, undertook a complete redesign of their website using Kentico, driving a brand transformation and elevating user experience.

The modern, responsive design not only enhanced the overall user experience but also fostered a positive perception among its audience, positioning Blanchard for continued growth and success in the digital landscape.

- Kentico's flexible CMS enabled Blanchard's teams to manage and update content effectively.

- Performance optimization enhanced load times and mobile accessibility, improving user retention across devices.

- Improved visibility and search engine rankings contributed to increased website visits.

**READ THE FULL STORY**

# Empowering educational excellence.

In today's fast-paced educational environment, maximizing resources and boosting digital engagement are essential for institutions aiming to succeed.

Xperience by Kentico tackles these needs by offering a unified platform that streamlines content management, strengthens brand consistency, and supports data-driven decisions.

With XbyK, institutions can deliver engaging, personalized experiences—even on a budget—by consolidating tools and breaking down data silos. From managing multiple digital touchpoints to ensuring data privacy compliance and fostering accessibility, XbyK helps institutions to connect meaningfully with their diverse audiences.

Thanks to its flexible architecture, XbyK allows institutions to scale digital capabilities seamlessly, integrating new tools and technologies without complex overhauls. This adaptability keeps institutions ahead, meeting the changing needs of students and stakeholders and positioning them as leaders in educational innovation.

**Ready to transform your digital experience?**

Schedule a demo today to see how Xperience by Kentico can elevate your institution's digital presence and prepare you for future growth.

## SCHEDULE YOUR DEMO

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