

# Super-charge your Sitecore website

Imagine this, you've purchased a high-powered sports car and you're using it to just drive to the supermarket. Well that's what it's like for organisations who have implemented Sitecore but are not capitalising on the opportunities provided by its experience marketing tool-set.

Sitecore is one of the most powerful marketing tools you can equip your business with. However, when it comes to getting started with its digital marketing tools, understanding how your personas map into Sitecore and how to deliver effective personalisation against them can be a complex process.

So, we've done all the leg work for you and devised a step-by-step series of workshops broken into three easy sections, to get you on your way to the contemporary 'personalisation holy grail' that Sitecore provides.

We bring together key stakeholders within your business, and guide you through setting goals and bringing your objectives to life – in a structured, measurable way – to maximise the ROI already made in the platform.

The 'Sitecore XP Starter Kit' is just like our own ethos – “making the complex simple”.

Our Starter Kit phases:

- **Consultancy:** uncover customer profiles and patterns, set Sitecore goals and objectives and identify opportunities for personalisation.
- **Configuration support:** we help you to configure these profiles, cards, patterns and personalisation components in Sitecore
- **Ongoing optimisation:** performance reviews, reporting, reassessing objectives and climbing the Sitecore digital marketing maturity ladder.

If you'd like to discuss how we can help you to make the most from your Sitecore platform, drop us a note to [hello@mando.agency](mailto:hello@mando.agency), or call us on **0845 365 4040**.

