

**ExLibris**  
campusM

# Create, edit and publish engaging app content in minutes

Powered by **campusM Creative Studio**



[sales@campusM.com](mailto:sales@campusM.com)



[@\\_campusM\\_](https://twitter.com/_campusM_)



[www.campusM.com](http://www.campusM.com)

# THE CHALLENGE OF KEEPING APP CONTENT UP TO DATE



## Constantly changing content

Opening hours, service changes, contact details – information changes all the time



## Dependence on IT

IT Departments are often the only people with the technical knowledge to update app content



## Bottleneck of content updates

Reliance on other departments leads to delays in content being updated



## Confused prospects, students and staff

Delays and incorrect information leads to lack of trust in the content and institution



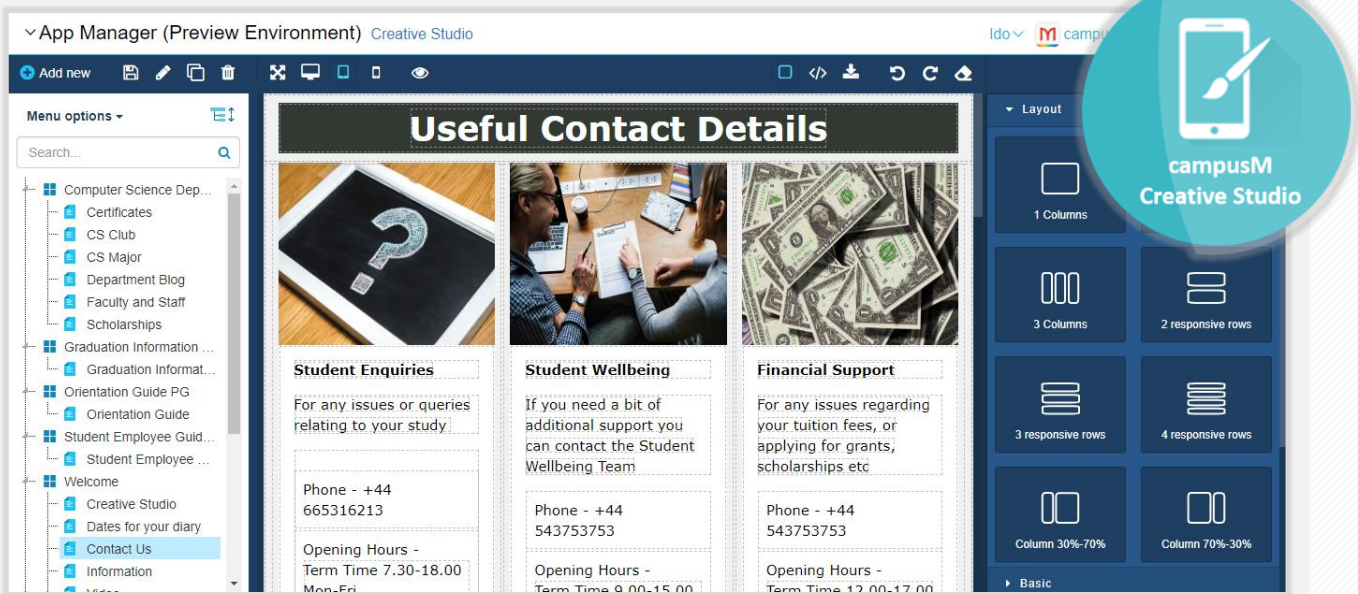
## Wasted investment

Unused services > eroded trust > uninstalled apps  
= wasted investment



# BREAK THE CONTENT BOTTLENECK

Many **app content editors** rely on users having technical knowledge, such as HTML, JavaScript and CSS to create rich content, so IT Departments are often left with the responsibility for editing and publishing, leading to delays in content being updated.



The screenshot displays the 'App Manager (Preview Environment) Creative Studio' interface. The main content area shows a 'Useful Contact Details' page with three columns: 'Student Enquiries', 'Student Wellbeing', and 'Financial Support'. Each column contains contact information such as phone numbers and opening hours. A circular logo for 'campusM Creative Studio' is overlaid on the right side of the interface.

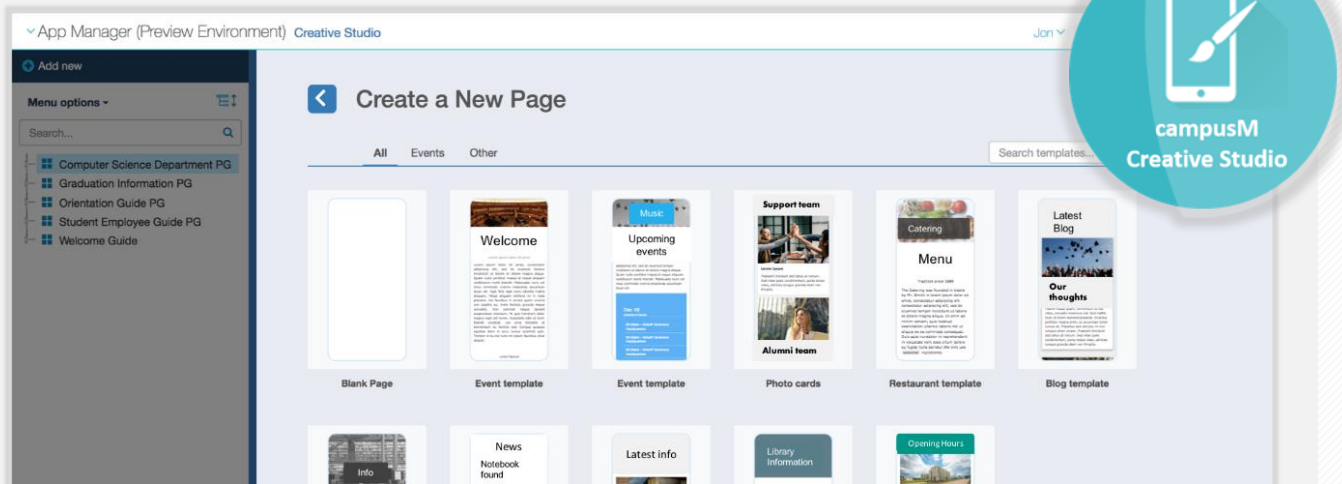
**For IT Departments, Creative Studio** breaks this content bottleneck and eases the administrative load by democratizing the ownership of content creation and allowing you to get on with the things that you do best.

*“One of the best parts of Creative Studio is the ability to do different content types and use templates to display content smoothly. The presentation options are almost endless.”*

Stuart Claw,  
Front End Applications Specialist,  
Bournemouth University

# EMPOWER CONTENT AUTHORS

Creating the right first impression is vitally important, and information changes quickly. Editing backlogs leading to factually (or legally) inaccurate information can mislead prospects, students, staff and other members of the community, leaving them with a negative impression of the institution.



**For departments such as Admissions, Alumni Relations and Student Support, Creative Studio** is simple to use with responsive templates and drag and drop features such as maps and videos, giving you the freedom to shape your messages in an engaging and timely manner.

*“Content authors have ‘day jobs’ and content won’t get updated if the process is difficult or time consuming. Creative Studio makes it quick and easy.”*

Andrew Haywood  
Leeds Trinity University

# CONTENT CREATION REVOLUTION

By making content creation simple for everyone, you can make your content pages as dynamic as the rest of your app.

**Creative Studio** provides content owners with three levels of editing to cater for different skill sets within the organization –from novice all the way to seasoned, tech savvy content master.



## SIMPLE

Out-of-the-box responsive templates

Change text, images and features

Edit and publish in just minutes



## ADVANCED

Create templates with no technical knowledge

Drag and drop components

Configure features with just one click



## EXPERT

Developers can access code for pages

Code templates from scratch

Share templates with other campusM users

# campusM Creative Studio



Simple to use with no need for knowledge in HTML, CSS or JavaScript



Responsive out-of-the-box templates so your content looks great on any device



Create, edit and publish rich content pages in just minutes



Quickly add images, videos and maps, making them more engaging than ever before

*“Creative Studio is very easy and intuitive to use with a lot of features. It’s easy to produce more engaging content.” –*

Stuart Claw,  
Front End Applications Specialist,  
Bournemouth University



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