



SUMMIT/2019

THE DIGITAL BREAKTHROUGH CONFERENCE

Lightning Talk:

Frustrated to Frictionless

How to Reduce Time to Launch, Increase Cost Efficiencies and Empower Marketing Teams via WordPress



Travis McAshan

**FOUNDER & CEO,
GLIDE**



- ✓ **Reduce Time to Launch**
- ✓ **Increase Cost Efficiencies**
- ✓ **Empower Marketing Teams**



The ultimate equalizer and accelerator for brands and agencies.

WordPress Is The Great Equalizer



Outdoor Voices

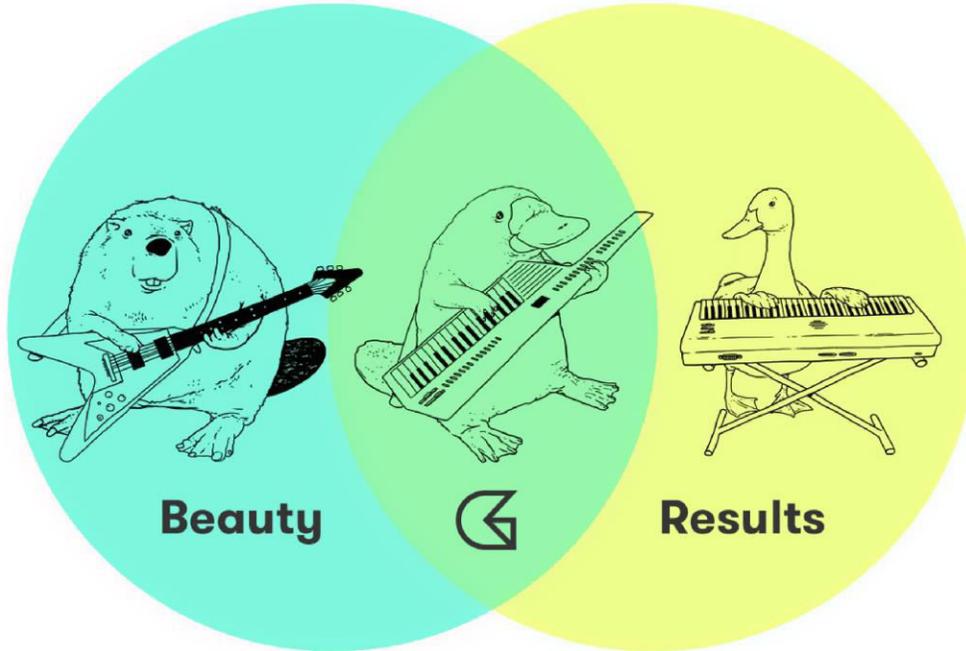


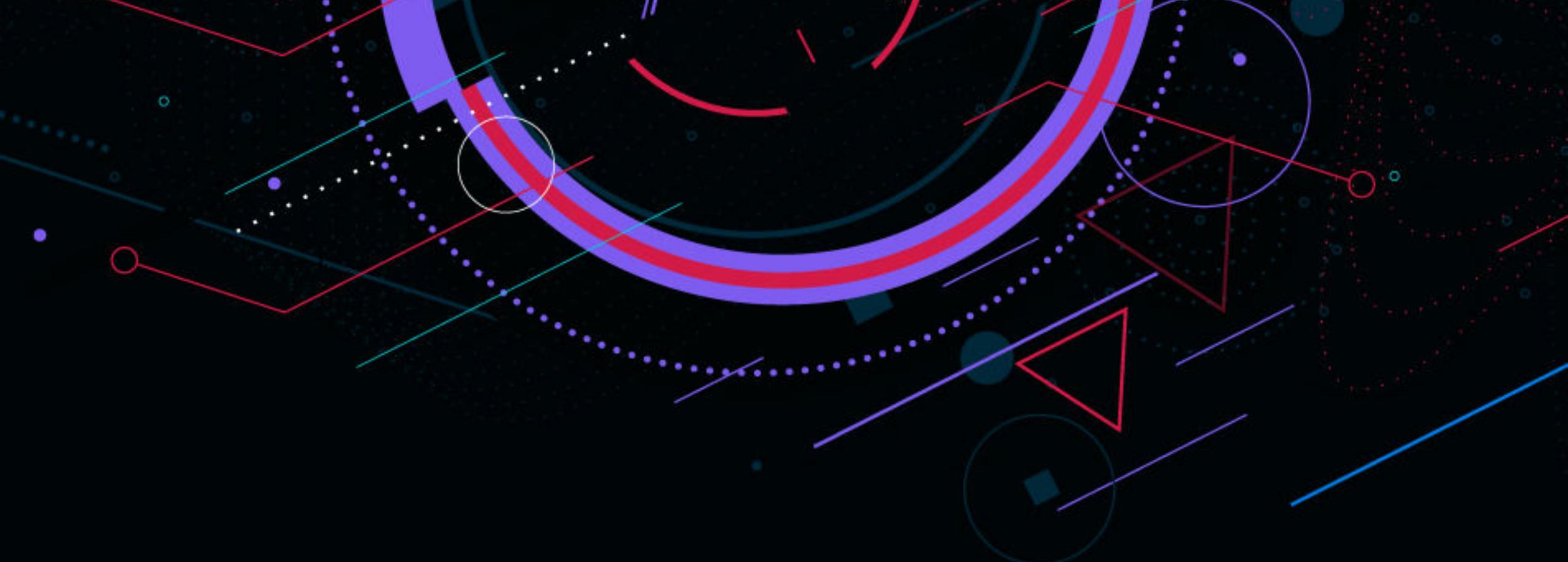
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#WPESUMMIT



GLIDE



The background is a dark, almost black, space filled with vibrant, abstract geometric patterns. A large, prominent feature is a thick, multi-layered arc in shades of purple and red, curving across the upper portion of the frame. Scattered throughout are various other elements: thin, straight lines in red, teal, and blue; dotted lines forming arcs; solid circles and squares in teal and red; and larger, hollow geometric shapes like triangles and circles. The overall aesthetic is futuristic and data-driven, suggesting a complex system or network.

Case Study:

The Real Deal by RetailMeNot

The *Real Deal* by RetailMeNot

Background

- Leading Savings Destination
- 481MM+ Visits to Main Site
- Gifts, Reviews, Trends & Deals
- 6MM+ Active Email Subs
- Inflexible WP Theme

The Real Deal Team



Noelle Buhidar

Content Marketing Manager



Sharanya Srinivasan

SEO Technical Manager



Kristen Larrea

Senior Manager, Brand and Content Marketing

Our Breakthrough Formula

1

TECHNOLOGY

**WordPress
& Gutenberg**

2

STRATEGY

**Dynamic, Rich-
Content Publishing**

3

FOCUS

**Build Mobile-First
and Make It FAST!**

WP Engine Dashboard

13 Ulta Savings Tips You Need to Know

From quality skincare products to colorful eyeshadow palettes, anyone who shops at Ulta knows that it's easy to spend a significant amount of money.

However, there are great ways to save on your favorite beauty items. From finding the right coupon to tapping into the biggest sales, these are our favorite Ulta money-saving tips.

1. Sign Up for Ultama

Every time you make a purch

WP Engine Dashboard sidebar: Dashboard, Theme Options, Posts, All Posts, Add New, Categories, Tags, Media, Forms, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Custom Fields, SEO, Insights, Collapse menu

Document: Block

Status & Visibility: Public, Publish: Jun 14, 2019 2:42 pm, Post Format: Standard, Author: Sara Skirboll

Link: Shop Ulta https://www.retailmenot.com/c

Style: Solid, Outline

Edit Field Group Add New

Block: Listacle

Order	Label	Name	Type
1	Title	title	Text
2	Copy	copy	Wysiwyg Editor
3	Count	count	Text
4	Button	button	Link
5	Image	image	Image

+ Add Field

Location

Rules

Show this field group if

Block is equal to Listacle and

or

Add rule group



ModCloth Swimsuits Are 50% Off This Weekend

Summer is here, which means it's time to talk water, which means swimwear. (I know, I know. I'm working on it!) family vacation or pool

If you're anything like me, you know I should be more of a beach party invite I just can't say I have a few retailers I trust at ModCloth. And right now I'm diving into my picks for the weekend.

Search for a block

Most Used

- Paragraph
- Image
- Heading
- Gallery
- List
- Quote
- Audio
- Cover
- File

Link

Shop ModCloth <https://www.retailer.com>

Style

Solid Outline

Title

DIY Paper Flowers Tutorial

THE DEAL

Deadpool Mini Egg Attack Figure Day Dream (\$18.99) \$14.99 at ThinkGeek

It isn't the first word that comes to mind when one is discussing Deadpool, but this really shows his softer side.

\$14.99 AT THINKGEEK

Document Block

Status & Visibility

EVER TRIED. EVER FAILED. NO MATTER. TRY AGAIN. FAIL AGAIN. FAIL BETTER.

You clear up enough space for more desk decor. What do you get?

that says #blessed

Elvis action figure

otion collection

Mini succulents

photo of your family

LeBron bobblehead

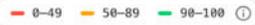
THE STRATEGY

Dynamic, Rich-Content Publishing

OLD Site (Page Speed Score)

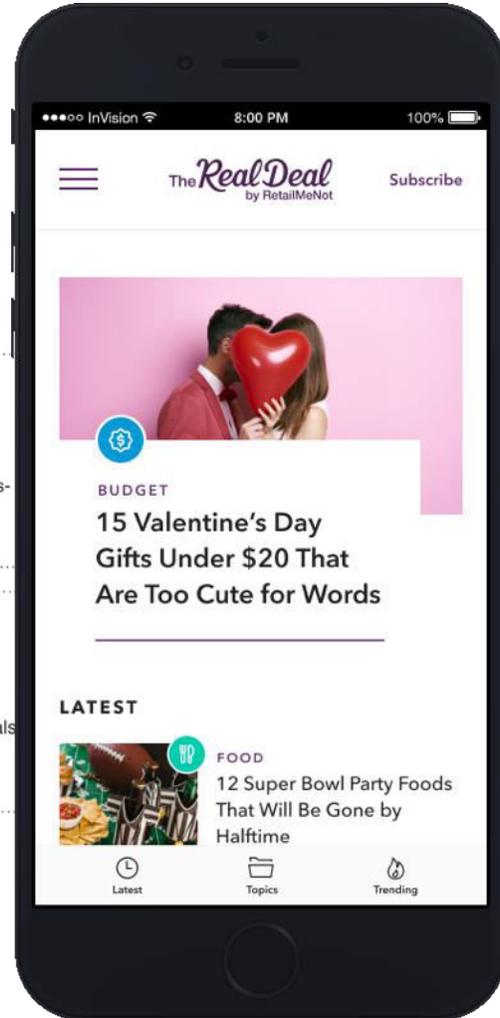
29

<https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html>



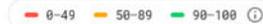
87

<https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html>



90

[/www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html](https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html)



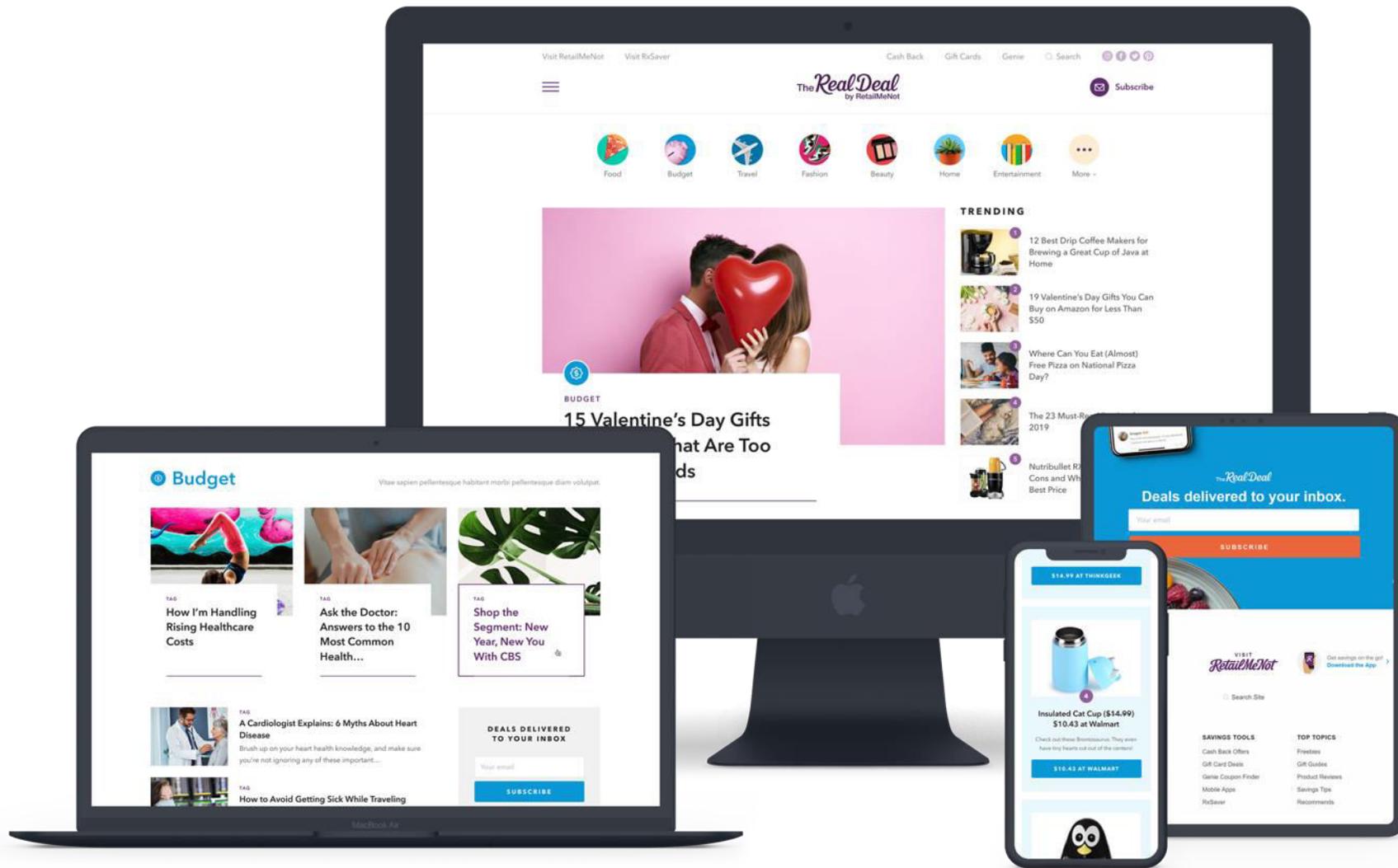
98

[/www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html](https://www.retailmenot.com/blog/mothers-day-restaurant-deals-and-freebies.html)



NEW Site (Page Speed Score)

Build for Mobile and Make it FAST!



+63%

Mobile Organic Traffic
Last 30 days (MoM)

+49%

Avg. Session Duration
Last 30 days (MoM)

<1.5s

Page Load Time
(article detail page)

“GLIDE’s proficiency in engineering, design and WordPress is undeniable. They gave us a clutter-free design that’s already showing improvements across our key metrics”

– Noelle Buhidar,
Content Marketing Manager

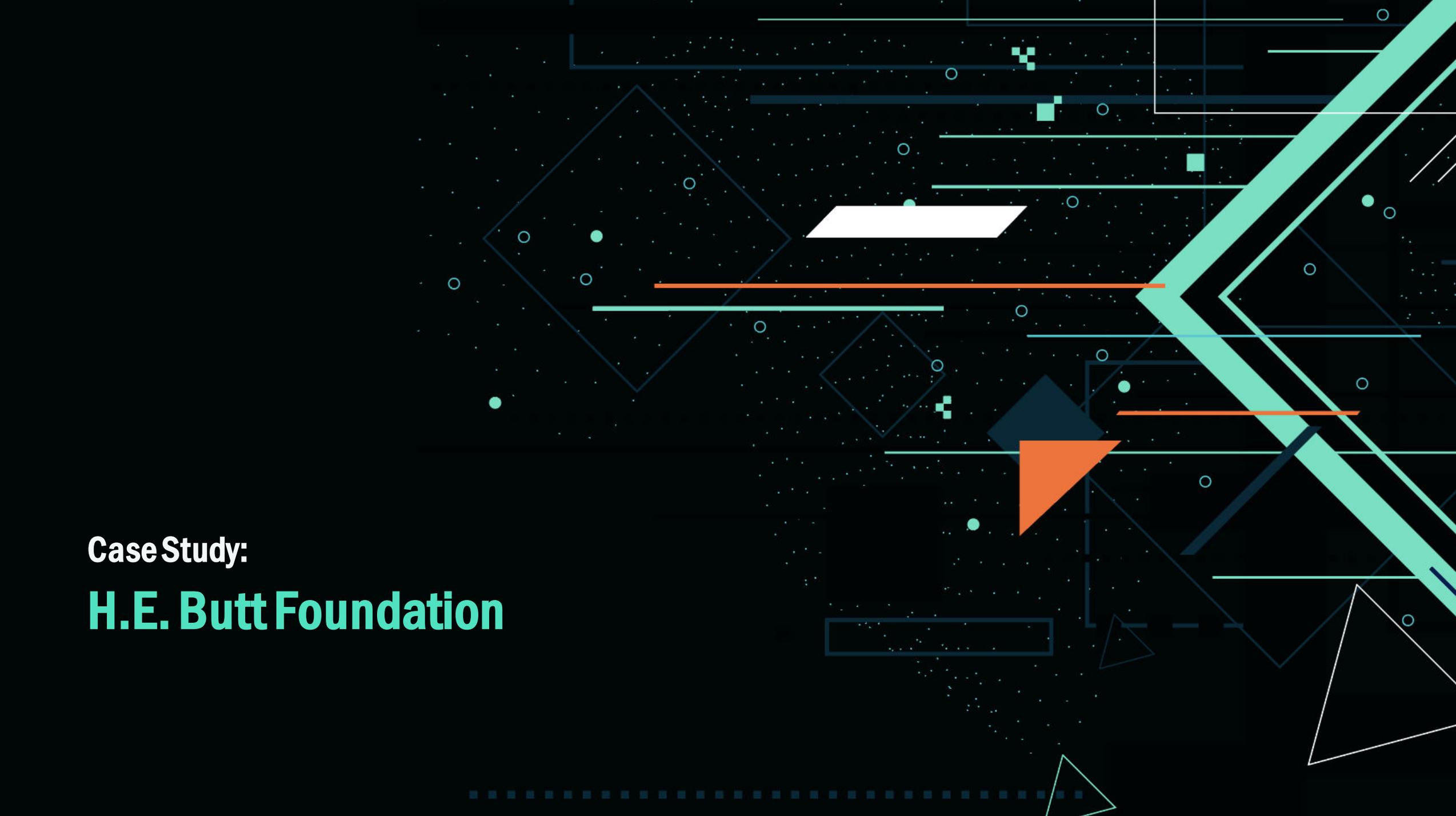


WordPress



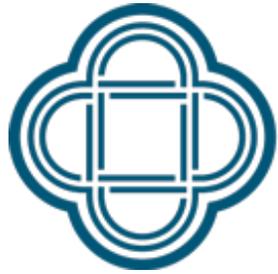
Gutenberg

**A next generation rich-
content publishing
experience**



Case Study:

H.E. Butt Foundation



**H.E. BUTT
FOUNDATION**

Background

- Grant-making Foundation
- Founded in 1934
- Offering Youth Camps & Family Retreats
- Serving Over 1M Youth
- 9 Web Properties

The People



Marcus Goodyear

**Director of Communications
Operations**



Paul Soupiset

Creative Director



Jessica Hawkins

Marketing Coordinator

Our Breakthrough Formula

1

TECHNOLOGY

**WordPress
& Multisite**

2

STRATEGY

**Flexible, Modular &
Shared Theme**

3

FOCUS

**Integrated &
Collaborative Team**

The screenshot displays the WordPress Multisite dashboard. At the top, the navigation bar includes 'My Sites', 'HEBFDN Sample', and a user profile for 'Howdy, glideadmin'. The left sidebar contains a menu with 'WP Engine', 'Dashboard', 'Home', 'My Sites', 'Theme Settings', 'Posts', 'Media', 'Forms', 'Pages', 'Comments', 'Staff', 'Retreats', 'Portfolio', 'Appearance', 'Plugins', and 'Users'. The main content area, titled 'My Sites', shows a 'Primary Site' dropdown set to 'https://demo.hebfdn.org'. Below this, there are four site cards: 'HEBFDN Sample', 'Laity Lodge', 'Laity Lodge Family Camp', and 'H. E. Butt Foundation Camp', each with 'Visit | Dashboard' links. An 'Add New Site' modal is open in the foreground, featuring a form with fields for 'Site Address (URL)', 'Site Title', 'Site Language' (set to 'English (United States)'), and 'Admin Email'. A dropdown menu is open over the 'Site Address' field, listing various sites including 'HEBFDN Sample', 'Laity Lodge', 'Laity Lodge Family Camp', 'Laity Lodge Youth Camp', 'H. E. Butt Foundation', 'H. E. Butt Foundation Camp', 'H. E. Butt Foundation Outdoor S...', 'H. E. Butt Foundation Employees', and 'Echoes'. A blue 'Add Site' button is at the bottom of the modal.



REGISTRATION DETAILS

SPEAKERS:
Alan Jacob (Bio)
Waco, TX

MUSICIANS:
TBD

COST:
\$495

ARTISTS:

- H. E. BUTT FOUNDATION CAMP
- LAITY LODGE
- LAITY LODGE YOUTH CAMP
- LAITY LODGE FAMILY CAMP
- HEBFF OUTDOOR

COUPLE'S RETREAT
SEPT 27-30
with Norman Wirzba, Kathleen Norris, Steve Bell

ENTERING LENT, PREPARING FOR JOY
OCT 31 - NOV 02

H. E. BUTT FOUNDATION CAMP
Duis sed interdum erat, a viverra nunc. Morbi rhoncus luctus elit at porttitor.

WE DON'T HAVE AN AGENDA FOR YOU
For decades we've opened every retreat with these

Register

Be sure to know how our registration system works for the best two weeks ever.

[HOW IT WORKS](#)

Edit Field Group [Add New](#)

Block: Hero

Order	Label	Name	Type
	Heading	heading	Text
	Body	body	Text Area
	Background Type	background_type	Button Group
	Background Image	background_image	Image
	Background Color	background_color	Color Picker

[+ Add Field](#)

Show this field group if

Block is equal to Hero and

[Add rule group](#)

HELPING PEOPLE LIVE WHOLE, HEALTHY LIVES

Spring Texas Communities

Established in 1934 by Howard Butt and Mary Elizabeth Holdsworth

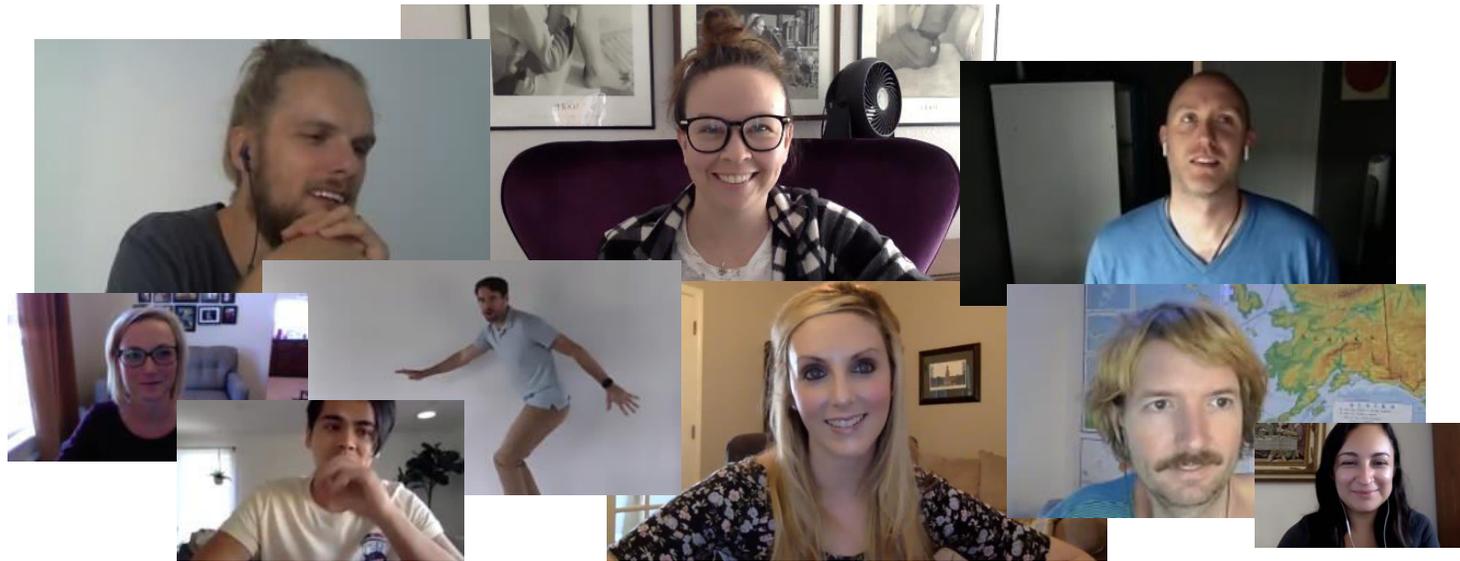
Expanded Educational Opportunities

Spring Hills - Grades 2-5

THE MOST COMFORTABLE LIVING ROOM IN THE HILL COUNTRY

THE STRATEGY

Flexible, Modular & Shared Theme



THE FOCUS
**Integrated &
Collaborative
Team**



Design



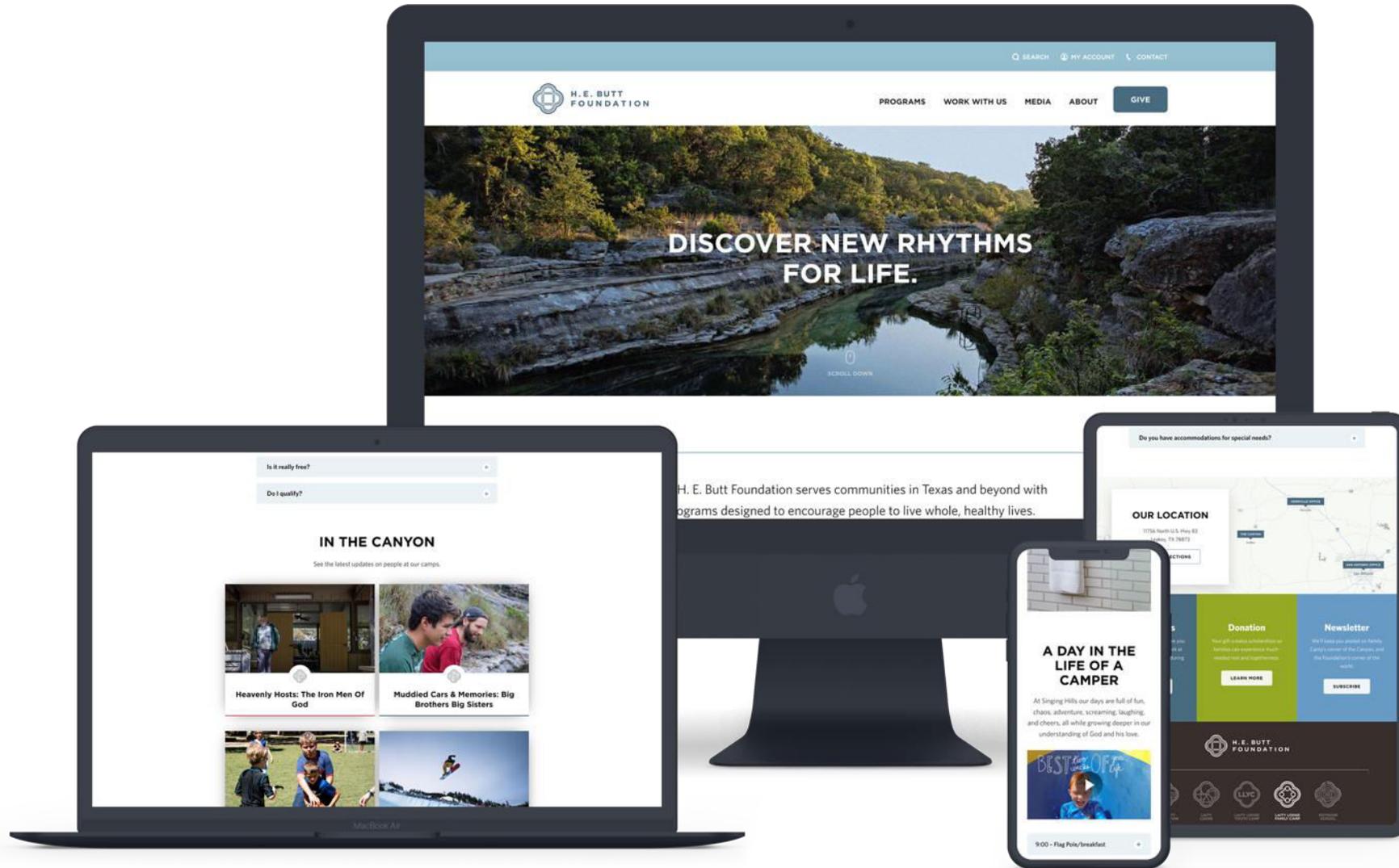
Content



Dev



Cross-Functional



200 Hrs.

**Time Saved Each Year
in Maintenance**

\$0

**Budget of new roll-
out costs beyond
staff time**

+128%

**Increase in
pageviews**
(30 days / YoY)

“I can honestly say, working with your team has been one of the best development experiences we’ve ever had.”

**– Marcus Goodyear,
Director of Communications Operations**



WordPress



Multisite

**An efficient, scalable,
and powerful site
management solution**

The background is a dark blue field filled with small white dots, resembling a starry sky. Overlaid on this are various geometric shapes and lines. A prominent feature is a large, thick, teal-colored shape on the right side that resembles a stylized arrow or a large 'L' shape. Other shapes include a white parallelogram, an orange triangle, a dark blue square, and several thin lines in teal, orange, and white. Some lines form a grid-like pattern, while others are scattered. There are also several small circles and squares in teal and white scattered throughout the scene.

What Have We Learned?



- ✓ Reduce Time to Launch
- ✓ Increase Cost Efficiencies
- ✓ Empower Marketing Teams



**WordPress is the ultimate
equalizer and accelerator for
brands and agencies.**

Thankyou.

Travis McAshan

FOUNDER & CEO, GLIDE

Panel Session

MODERATOR: RYAN ASHBY, SENIOR DIRECTOR OF PARTNERSHIPS AND GLOBAL AGENCY PRACTICE LEAD, WP ENGINE



Ryan Ashby

**SENIOR DIRECTOR
OF PARTNERSHIPS
AND GLOBAL
AGENCY PRACTICE
LEAD**

WP ENGINE



Travis McAshan

**FOUNDER & CEO,
GLIDE**



Chris Broomall

**SVP & GROUP HEAD,
DEVELOPMENT
TECHNOLOGY,
EDELMAN**