



Checklist

When to Complement High Code with Low Code/No Code

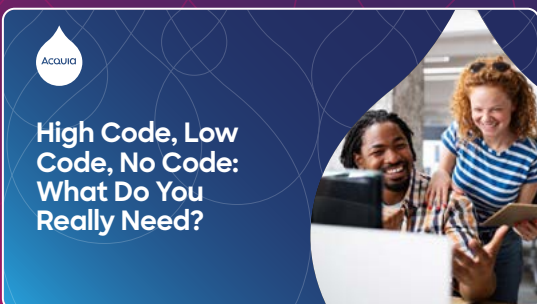
Many businesses are incorporating both high-code and low-code/no-code approaches to site-building and content management. **High code** is the traditional approach. When your organization needs new content, websites, apps, or plug-ins, developers manually write the code and deploy them. **Low code/no code** decouples the content workflow from the code workflow. By using pre-built templates with simple, drag-and-drop tools, marketers can make changes to content and digital experiences without relying on developers.

So, how do you know when the time is right to add low code/no code to complement your company's high-code development approach?

Ask yourself:

	Yes	No
Is it important to keep content optimized and up to date so that customer experiences are as relevant as possible?	<input type="radio"/>	<input type="radio"/>
Do your developers have to manually write lines of code to change customer-facing content?	<input type="radio"/>	<input type="radio"/>
Does your content grow stale by the time it's published because it takes so long for developers to address your marketers' requests?	<input type="radio"/>	<input type="radio"/>
Do new digital experiences created by developers stray from marketers' visions due to miscommunication through tickets and briefs about requirements?	<input type="radio"/>	<input type="radio"/>
Do routine site-building tasks and back-and-forths with marketers keep your developers from focusing on innovation that brings more value to the organization?	<input type="radio"/>	<input type="radio"/>

If you answered yes to any of these questions, a hybrid approach to site-building that incorporates both high code and low code/no code could be transformative for your business.



Everybody Wins With a Hybrid Development Strategy

Give marketers the tools they need to create digital experiences that boost customer engagement. Free developers to apply their expertise to complex, high-code, innovation initiatives.

[Read the e-book](#)