

DX vs. Marketing

Guidance to help Iowa stakeholders determine whether a site should be hosted on the DX platform or on the marketing platform.

DX Platform	Marketing Platform
An Iowa government agency or department within a government agency. ¹	A marketing or public awareness campaign run by an Iowa government agency.
Is a .gov top-level domain.	Likely .org or .com, but may be .gov.
Content	
Provides information about government services so that any constituent can complete a task or learn about something important to them.	Educates a targeted audience about a specific issue or topic. Informs site visitors about opportunities, actions, and support related to that issue or topic.
Publishes mostly text-based content and documents. Provides accurate, reliable content about public services, constituent resources, laws, and regulations.	Publishes text-based and graphical content. Frequent use of icons, buttons, promos, and imagery. Provides reliable, audience-specific content about a focused topic.
Frequently updated, but enduring and permanent.	May be time-limited, such as a microsite dedicated to Earth Day 2024.
Includes official government forms (i.e. applications, filings), and tools to access government services (i.e. registrations, payment portals).	May feature lead generating forms, e-commerce capabilities, or interactive content with personalized experiences based on user input.
Design	
Offers a standardized visual design to convey governmental authority and trustworthiness. Supports a consistent user experience for all constituents regardless of agency.	Offers unique visual designs consistent with a brand or campaign. Encourages familiarity with a brand to increase public awareness with a specific audience.

¹ Departments are usually folded into the parent agency website, but there may be exceptions.