

DX & Marketing platform guidance

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 |
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| An Iowa government agency or department within a government agency. ¹ | A marketing or public awareness campaign run by an Iowa government agency or a Governor’s Initiative |
| 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. May absorb marketing content if it’s limited in scope. | Publishes text-based and graphical content. Frequent use of icons, buttons, promos, and imagery. Provides reliable, audience-specific content about a focused topic. Content depth or format requires a different presentation. |
| 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.