

Importing the Universal workflows into older Personas

There's no need to delete your older Persona and start over. That might not even be possible if your blog is hosted with us!

Instead, you can now import the new workflows and mix-and-match any combination of new and old in your existing persona.

Video walks you through the process using version 3 of the B2C ecommerce Persona template. The other persona templates will differ only slightly. Much older templates will differ even more, but the same principles and the general process remain the same.

The workflows in the Persona provide these features:

- The COD workflows for semi-automated content production
- The non-promoted blog post amplification workflow