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## USING A WORDPRESS CONTENT MANAGEMENT SYSTEM TO AUTOMATE BUSINESS PROCESSES

The analysis shows that more and more enterprises are striving to simplify and speed up daily tasks in order to allocate more time for strategic development. In this context, WordPress has long ceased to be a purely blogging platform - it can become the basis for building a full-fledged information system capable of automating many business processes [1].

Firstly, WordPress is open source and has many plugins that can be flexibly customized to your needs. Second, a huge community of developers is constantly creating new tools that make routine operations, from sending emails to generating analytical reports, almost imperceptible to the end user [2].

But despite all the benefits, some companies still underestimate the role of WordPress in business processes.

This is mostly due to an outdated approach to IT systems, where a website is perceived as just a business card, and internal procedures are automated using expensive third-party software.

Therefore, one of the priorities of the research is to analyze how WordPress with its plugin ecosystem can help companies avoid unnecessary costs and at the same time increase efficiency [2].

The purpose of the research is to determine the optimal approaches to implementing the WordPress system, which not only publishes content, but also acts as a tool for automating key business processes.

The object of the study is the process of implementing WordPress as a tool for automating business processes in small and medium-sized enterprises that need to optimize their work.

The subject of the study is a set of methods and tools that allow implementing the automation process, starting from internal WordPress mechanisms and some extensions and ending with integrations with third-party data processing services. The most important thing in this approach is the speed and simplicity of building a working system.

WordPress, thanks to its flexibility, allows you to add a plugin in just a few clicks that will launch a newsletter to customers as soon as they place an order or leave a request.

With a successful combination with services, for example, Zapier, you can set up synchronization with Google Sheets or even your own CRM systems. Of course, it is important to pay attention to version compatibility and database optimization to avoid plugin conflicts and excessive server load.

But, business process automation is always about finding a balance between functionality and security.

When a company starts using WordPress not only for a blog, but also for storing data about orders, payments, and internal documents, the threat of cyberattacks becomes more serious. Therefore, understanding the basics of information security is essential. This may include auditing plugins, installing SSL certificates, regular updates, and backups. On the other hand, competent organization of user roles and access restrictions increases system security without compromising

flexibility [3].

Also, the WordPress editor Gutenberg - a plugin that is already built into the latest versions of WordPress, allows you to visually and without using code to change the content of pages and posts.

WordPress has a very large database of plugins created by ordinary people, some of them are paid, but there are also free ones.

We used a free plugin with the ability to expand the functionality after payment.

Implementing WordPress as a system for automating business processes can positively impact the speed and quality of a company's work, reduce costs, and allow staff to focus on more important tasks.

The study will focus on both technical aspects and the issue of adapting the new workflow in the team, because without understanding the human factor, automation may be ineffective.

The results of the research will certainly help developers and company owners get practical recommendations and avoid annoying mistakes on the way to transitioning to a «smart» IT infrastructure.

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