How marketing agencies **can improve time-to-market and save money with DAM**

Slash internal inefficiencies

Reduce exposure to legal risk

Maintain control over brand identity

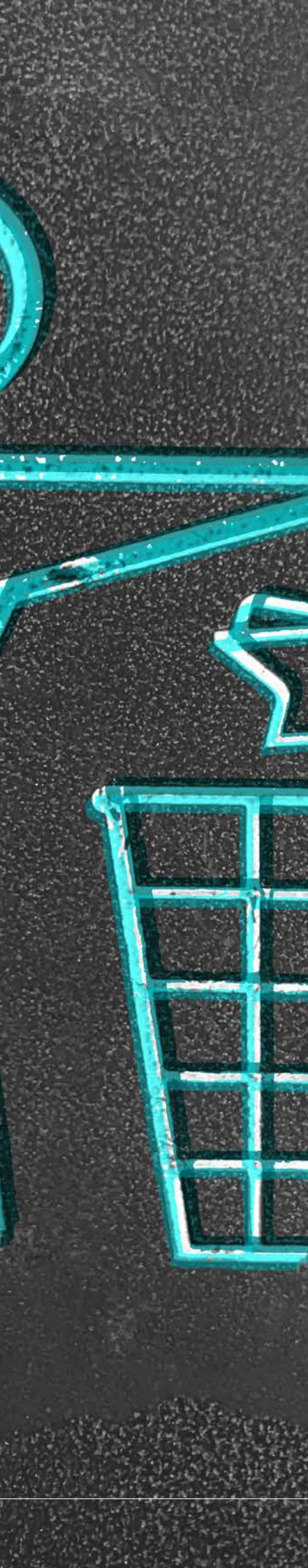# How marketing agencies can improve time-to-market and save money with DAM

What is a DAM solution?

DAM stands for "Digital Asset Management" in which the digital asset is any content that's stored digitally and is of value to your organization or your client(s) organization, such as images, photos, videos, files containing text, slide decks, and so on. A DAM solution provides companies with one home for all of their digital assets, accessible from anywhere in the world. It makes managing and collaborating on those assets easier, for both internal and external teams and/or vendors, and can offer significant time and cost efficiencies when implemented smartly within an organization.

How a DAM fits into your agency's technology landscape

A DAM is an important starting point and building block to optimize and standardize processes with your clients. It enables significant productivity and cost efficiency gains. However, there are many more potential gains to be made around solutions, integrations, and workflow. To find out more about how agencies can make productivity gains, download

The marketer's guide to Content Orchestration.

10 ways you are losing money and time through your digital assets

You may be part of a creative team yourself, or you may be from the business side. Either way, in a marketing agency (or in-house role) you have probably heard some or all of the following statements many times:

- *Does anybody know where I can get "layout x"?*

- *Which photographer needs to be credited for "image x"?*

- *Who knows where the final version of "X" is saved?*

- *Do you still have that email with the Scope of Work (SOW) attached?*

- *Can you please resend me "file x" - I can't find it on my computer?*

- *Where is the brief saved on the server?*

- *Who can I talk to about the layout of "X"?*

- *I can't find "X" image anywhere.*

These typical problems faced by creative teams and departments are quite common - and are clear signs that your department is not being as productive as it could, and therefore losing time or money. Because of the sometimes complex environments agencies operate in (clients, freelancers, vendors, etc), properly managing and organizing digital assets might seem trivial - especially when on a deadline. But from both managerial and operational points of view, what shouldn't be overlooked (and deemed as trivial) is time to market that gets prolonged as a result of looking for digital assets.

The above scenarios can be seen in the following key challenges faced by agencies around their digital assets.

10 ways a Digital Asset Management System saves you money

Implementing a DAM system helps agencies run with far greater productivity and efficiency. Because a DAM system provides one home for all of your digital assets (in most cases also accessible from anywhere in the world) it makes managing those assets easier, both for internal and client teams.

Here are a few ways DAMs help solve typical agency problems.

1.

DAM as one master repository and digital asset library

DAM users and proponents often like to say that "DAMs are the single source of truth for digital assets." DAM systems enable you to organize your assets in a number of ways, the key ones of which are:

Folders and taxonomy. Like your own desktop, or file sharing system, it is advisable to have good guidelines and management around the hierarchical structure and classification of your folders and individual files. This improve your users' ability to browse through your DAM in a way that makes sense to them

Metadata. These are descriptive tags attached to a file which may include information such as what is in the file, the publication date, file type, and almost any other important piece of information. Metadata improves asset findability by enabling you to search based on the metadata you have applied to a particular file. This is a key point of differentiation with file sharing systems, which do not allow metadata. Metadata can be added manually by a user when they update a file, and automatically with AI tools - something we will discuss in more detail later.

Collections. A collection is a container or virtual folder used for organizing, managing, and sharing content, and contains files in a similar way to how a folder contains files. The difference is that a folder contains the actual file, and that therefore a file can only be part of one folder. In contrast, a Collection stores a reference to the file. This way, the same file can be made part of multiple Collections. This makes Collections very suitable for gathering all files that are going to be used in the same project, story, publication, and so on.

All of this results in quicker access to digital assets, thereby saving employees time spent usually searching for assets. Meaning quicker time to market.

Find out more about Content Orchestration

Digital Asset Management is a key first step to standardizing your tooling and workflows, and can pay enormous efficiency dividends. However, in over 20 years working closely with some of the world's leading publishers and brands, we have discovered that many more efficiency and collaboration gains can be made further up the content value chain. We call this process Content Orchestration - a state in which tools are seamlessly integrated, and working with one another, combined with strong workflow management, training, and organization. Below you can see a common path that agencies and brands take on the way to orchestrating their content.

1	2	3
UNSTRUCTURED COLLABORATION	**STANDARDIZATION**	**CONTENT ORCHESTRATION**
• Using basic unconnected tools such as file sharing and Google Docs.	• Standardizing tools across the agency.	• A state in which tools are seamlessly integrated, and working with one another, combined with strong workflow management, training, and organization.
• Using different solutions for different clients.	• Basic workflows in place.	• Content easily accessible to people inside and outside the organization.
• Ad hoc workflows.	• Tools not integrated - content locked away in silos.	• Strong metadata and permission. governance means only the right people can access the right file, and the brand is always protected.
• Reactive and not scalable.	• Customers/brands at risk of outdated logos, images, or content being used.	
• Content and assets dispersed over multiple systems, leading to repetitive work and inefficiency.		
How most agencies work today		