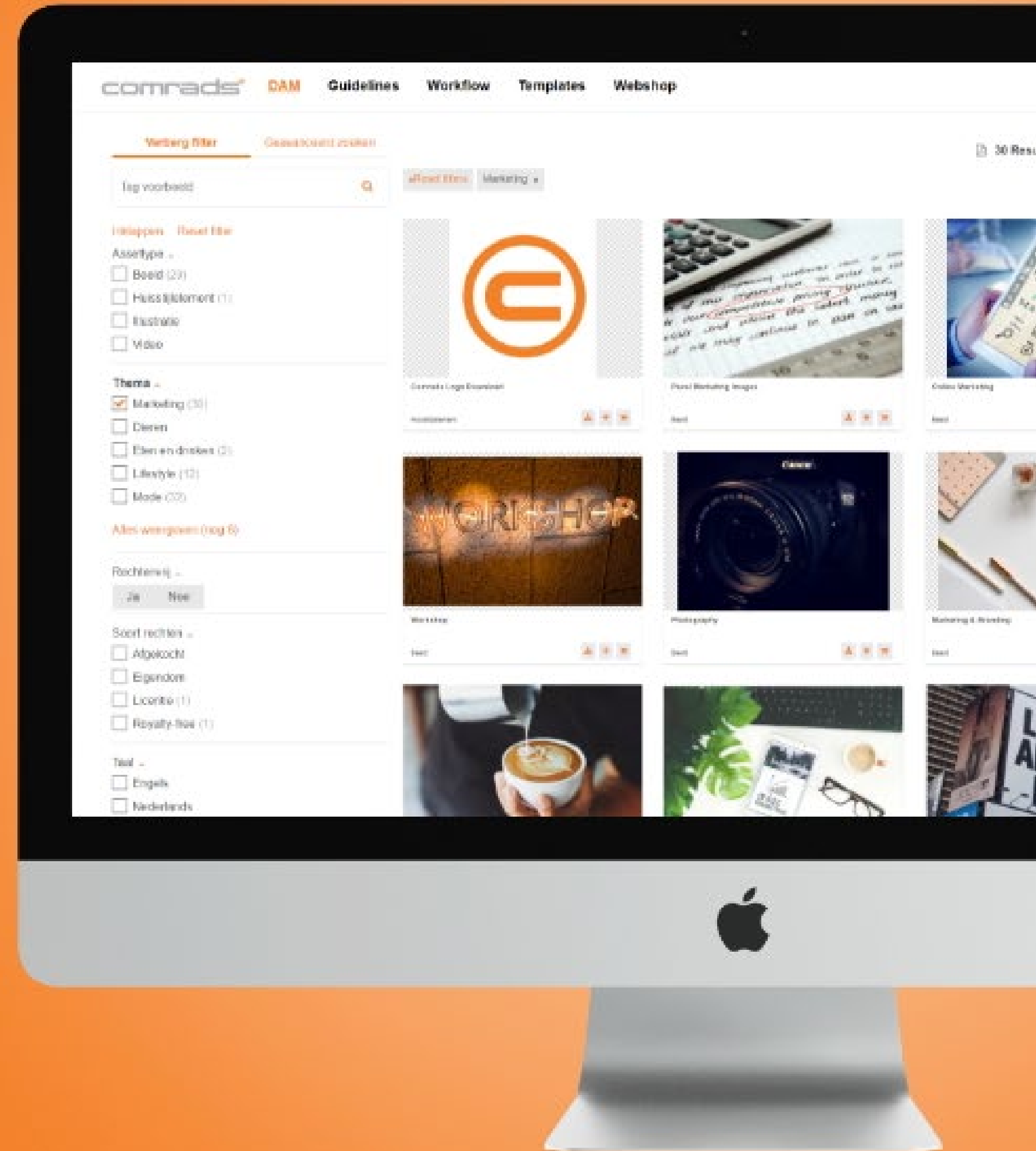


WHITEPAPER

THE BENEFITS OF DIGITAL ASSET MANAGEMENT HOW TO IMPROVE YOUR BRAND MANAGEMENT WITH DAM SOFTWARE

comrads®



Introduction

Your brand is what distinguishes and differentiates your organization in the marketplace. It sets you apart from your competitors, helps to create brand awareness, and builds brand loyalty.

Your brand identity is reflected in all materials, communications, content and expressions that you as an organization unleash on your market, customers, suppliers, staff and stakeholders.

Think of logos, colors, tone-of-voice, designs, (moving) visuals, (online) content, etcetera that all must form a consistent and unambiguous whole across different materials, channels and digital platforms. Creating these materials and content is what helps you to attract, convert and nurture your clients. So, it goes without saying that [Brand Management](#) is essential for any organization.

However, operationally the opposite is often true and marketing materials, files and assets of many organizations are often disorganized and scattered across different network locations, (personal) cloud accounts and external hard drives. This makes it difficult to manage your assets which leads to problems such as project delays, quality issues, duplicate productions and inconsistent branding.

This whitepaper will show the benefits of having Digital Asset Management (DAM) software to improve your Brand Management and overall marketing performance.

DIGITAL ASSET MANAGEMENT

File Management

Today, every form of communication starts with one or more digital file(s). Whether it concerns an invoice, a sales presentation, an online advertisement, a social post, an e-banner or a traditional brochure.

Creating relevant content and brand consistent materials are therefore inherently linked to working with digital files. And every year, companies invest enormous amounts in the creation of these digital files such as logos, photos, product images, videos, designs, marketing materials, etc.

The downside of this exponential growth of digital files is also an increase in bottlenecks and inefficiencies in managing these digital assets.



Top-3 challenges marketers face:

1. **Spending a lot of time searching for a specific file or version.**
2. **Dealing with many repetitive in- and external file requests and shares.**
3. **Having to manually convert en resize images and keeping track of the right version(s).**

And this is just the beginning and managing your brand and maintaining a consistent brand identity across all systems, materials and channels is even a bigger challenge.

Smart organizations start to realize that organizing, controlling and safeguarding these digital files is becoming increasingly important and that you should treat these files as digital assets.



DIGITAL ASSET MANAGEMENT

What is Digital Asset Management?

There are many definitions, but think of Digital Asset Management (DAM) as a digital filing cabinet, but an exceptional one. DAM systems allows you to easily store, organize, search, find, manage and share all your digital files and media from one central location in the cloud. But DAM takes it a step further by adding innovative functionalities and additional features such as:

- Advanced search and filter options.
- Scalable metadata and tagging structures.
- Automated file conversions and formatting.
- Secure access controls and user rights.
- Controlled in- and output processes including approval and collaboration workflows.
- Smart system integrations and connections.

DAM software helps organizations to control their brand assets, to increase brand consistency and to improve marketing performance.



Benefits of DAM

Looking at the top-3 marketing challenges, we learned that one of the biggest challenges is losing valuable time and money while searching and sharing files and ensuring quality and brand consistency.

A DAM system solves these challenges by centralizing all assets and giving you control. But what are the exact benefits of a DAM system, and how does it add value to your organization?

Marketing efficiency

Shorten the time-to-market of your campaigns and publications. Always the latest versions with the right quality and permissions.

Brand consistency

All your communication materials and publications on-brand and reduce the risk of incorrect use of your corporate identity.

Improved collaboration

Easy and controlled collaboration and sharing of content, media and files directly from the cloud.

Job satisfaction

Avoid long searches and eliminate repetitive (traffic) tasks. Maximize the talent and commitment of your marketing team.

Stop wasting valuable
diskspace and resources

Increased focus on brand
awareness

More time to create exciting
and consistent content

Maximize your team's
commitment and talents

DIGITAL ASSET MANAGEMENT

Bottom line

Today, DAM is an indispensable part of a modern marketing operation. It is therefore no surprise that Digital Asset Management is gaining popularity among marketing teams, communication professionals and content managers. The reason? A DAM system makes the life of any marketing department easier. It not only saves you time and money, but it lets you create and share digital assets and content both consistently and on-brand.

Let your digital assets once and for all work for your brand and organization instead of the other way around.

So, streamlining your marketing efforts by centralizing all digital assets is the way to go! With the right DAM system, marketers will spend more time creating exciting and consistent content and developing new opportunities and brand strategies for your organization.



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Comrads can rightly call itself a true pioneer in the field of [Digital Asset Management](#) and [Brand Management Software](#). What started in the 90s as one of the first image libraries, is today an innovative and scalable marketing portal for organising, managing and sharing marketing materials from the cloud. More than 100k+ marketers, brand managers and designers worldwide use our solutions every day. They have a shorter time-to-market and are assured of a simplified and consistent brand collaboration. Comrads believes that any organisation should be able to use the full potential of its valuable marketing assets. But, we also know that marketing is not an exact science. Therefore, we stay close to the needs and demands of our clients. Together we work towards the most optimal combination between organisation, people and technology.

For more information about Digital Asset Management and Marketing Software, visit our [website](#) or get in contact with one of our DAM specialists.

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