

ALL ABOUT DAM

WHAT IS DAM?

DAM is an abbreviation for Data Asset Management. DAM consists of:

- -Ingesting, tracking, accessing, describing, recording, repurposing, and transmitting digital media (assets).
- -Arranging, describing, storing, and providing access to digital assets.
- -Includes a search engine to provide results for assets.

WHAT DOES DAM DO?

DAM allows for:

- -An improved workflow efficiency through the use of automation, metadata creation and authenticated access.
- -The creation, management, organization, production, distribution, and monetization of media files and digital assets.
- -Collaboration and assurance that partners can easy access the newest assets to improve work efficiency.
- -Organization, centralization, and tagging of assets from different agencies.
- -Certainty that channel partners can easily access assets intended for their market without showing those that are not needed.
- -Organization so that intended assets are effortlessly found for various projects such as brochures, PowerPoint presentations, social media posts, or web pages.
- -Library services which creates a secure place to store, organize and retrieve files.

WHY IS DAM IMPORTANT?

- -DAM keeps assets relevant by centrally storing large amount of digital content.
- -DAM increases the security, organization and searchability of digital assets.

5 FOUNDATIONS OF DAM

METADATA AND TAXONOMY

Taxonomy

- -The way digital assets are categorized in a DAM system
- -Assets are typically categorized according to type or function.
- -Assets are also organized using a parent/child relationship, with subcategories (children) of the main category (parent).

Metadata

- -"data about data."
- -Keywords
- -Description (what the asset is about)
- -Type (photo, video, document, etc.)
- -Content source (photographer, creator, etc.)
- -Rights management details (internal use only, stock-licensing agreements, etc.)

ANALYTICS

- -Analyzing the performance of assets and your DAM system.
- -Gives information about ways to improve your DAM system and how to evaluate your content.

GOVERNANCE

- -Controlling access to your digital assets.
- -Governance is the key to consistency, it provides guiding information which prevents your site from becoming cluttered

Governance plan

- -Consists of answering why your system exists and include its vision, value and purpose.
- -The purpose of a governance plan is to guide, direct, and control how the system is used.

AUTOMATIC PROCESSING

- -Automatic processing makes the assets usable across channels
- -Automatic processing allows for a single upload of the original file. The system automatically stores variations of sizes and formats.
- -When a variation is needed, the system converts the file automatically.

COPE

- -COPE stands for Create Once, Publish Everywhere.
- -Sharing links and embedding files all from the DAM system.

DAM ASSETS CAN BE

DOCUMENTS

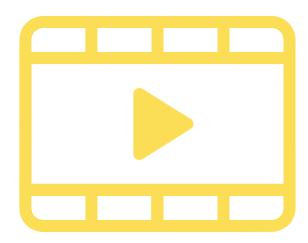
IMAGES





VIDEOS

AUDIO





COMPLEX MULTIMEDIA

WEBCODES





WHY DAM?

- -Find: Finding content and completing projects efficently.
- -Protect: Protecting people, products, brand and IP.
- -Automate: Automating workflows with metadata.
- -Integrate: Connecting legacy systems and marketing technology.
- -Analyze: Reuse, repurpose, ideas and strategies.

BENEFITS OF DAM

- -Helps with marketing ROI and customer retention.
- -Creates brand loyalty and customer satisfaction.
- -Creates easy teamwork by allowing for preparation and collaboration on assets for campaigns.
- -Organizes digital assets in a central location.
- -Automates workflows and enhances team creativity.
- -Locates media files promptly by using advanced search.
- -Manages resources and information as well as photos.
- -Manages permission through extensive copyright functions.

HOW TO BE SUCCESSFUL

- 1. Talk to your client about the whole DAM project before deciding on the best DAM solution.
- 2. Choose the best DAM tools to Achieve step 1.
- 3. Decide whether the best solution resides with your internal skills, or if it is better to outsource the DAM thing.
- 4. Adapt your DAM system to meet the customer's workflow requirements.
- 5. Be careful with your DAM planning.

WHY WAS DAM CREATED?

-DAM was created to provide a solution for the navigation of digital assets for both consumers and enterprises.

Consumers

- -Consumer want to organize and regulate the contact and experience of digital media files and assets.
- -Consumer want to be able to find, categorize, and use assets easily and instantly across multiple platforms.

Enterprises

- -Enterprises and marketers want to find their assets efficiently, but also want their digital assets to reach their intended audiences.
- -DAM was created to organize digital assets in the right format within the specific production process of a workflow. DAM also allows for distribution and tracking of assets, and remembers different versions over time.
- -DAM allows for delivering the right content to the right people across platforms and devices in real time.





WHAT IS AN ASSET?

- -In DAM, an asset is defined as the media content plus its metadata. Metadata can be the name, author, or creation date of the file.
- -Metadata is essential when manning assets. Providing useful information about the content of the assets makes content accessible and searchable.

TYPES OF DAM USERS

INTERNAL

- -Creatives: graphic designers and photographers can use a DAM system to access branded assets and upload new creative files
- -Sales & Marketing: By using DAM sales and marketing operations can now create, collaborate and share branded collateral
- -IT & Legal: Benefit from DAM because it adds metadata to assets and creates custom configurations using API.



EXTERNAL

- -Agencies: Allows agencies to easily store, access, edit and share assets required for projects amongst team members.
- -Contractors & Partners: By using DAM companies can ensure their assets stay secure, compliant and on-brand across all channels for their external contractors and partners.



DAM IN DIGITAL MARKETING

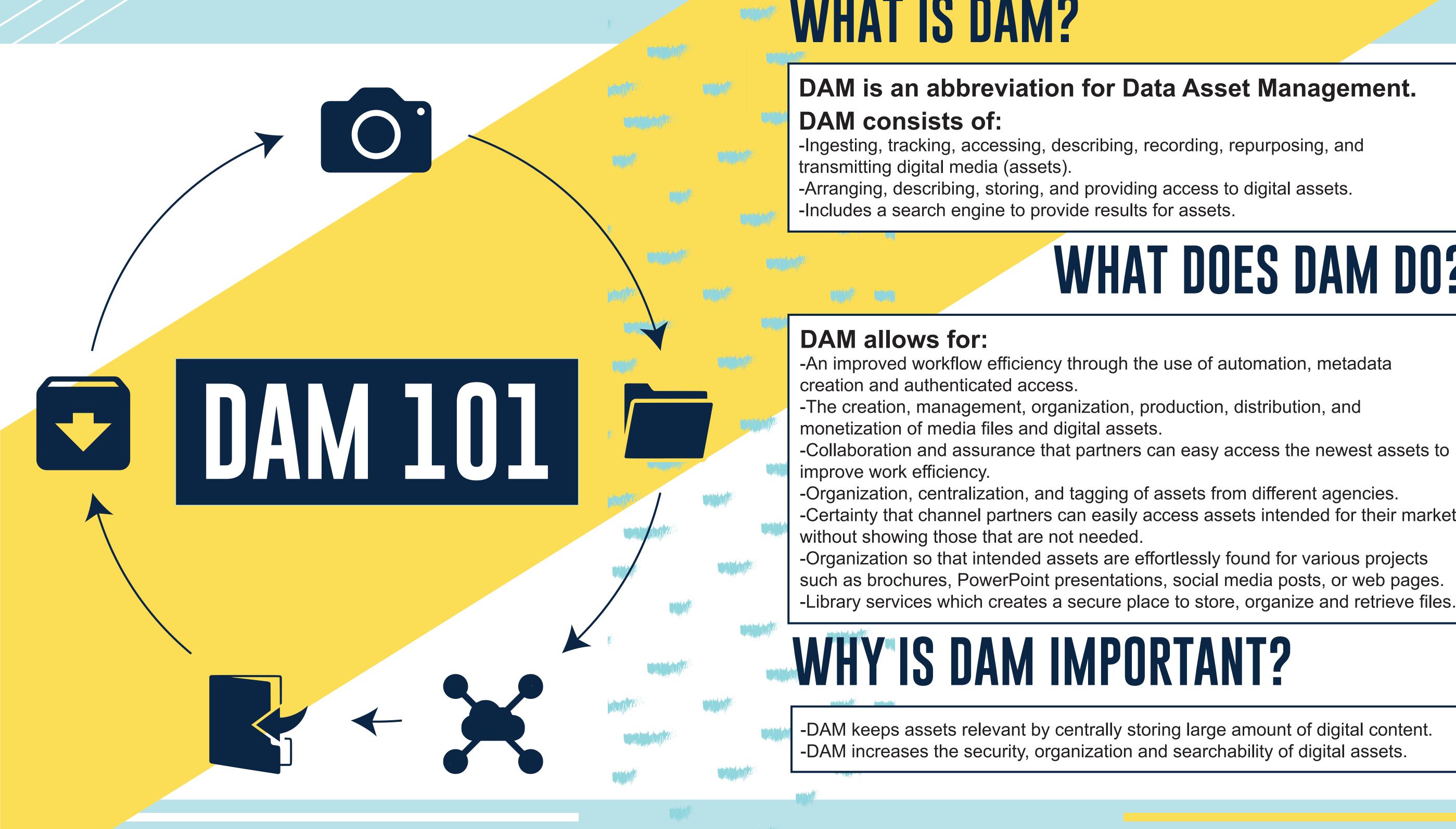
- -Digital marketing technology is the collection of digital system that markers use to gather, cultivate, and nurture leads and customers.
- -For marketing to become more customer-centric, markers must focus on customer preferences such as their browsing and buying history, while connecting with them in their preferred channel like social media, catalogs or websites.
- -DAM technology acts as an aid for other systems which can personalize the content shown to a consumer based on their previous activity.
- -The right assets, metadata, and collection of DAM and marketing technology can create a customer-centric marketing plan.

ANALYTICS AND INSIGHTS

-DAM solutions make it easier to gather, manage, and interpret data from multiple sources, which gives valuable information on how to maximize the use of your digital assets in relation to your business goals.

DAM IN THE BIGGER PICTURE

-Choosing the right form for effective and efficient digital marketing is key. Digital marketers must come up with the right plan and collection to fit best with your team.



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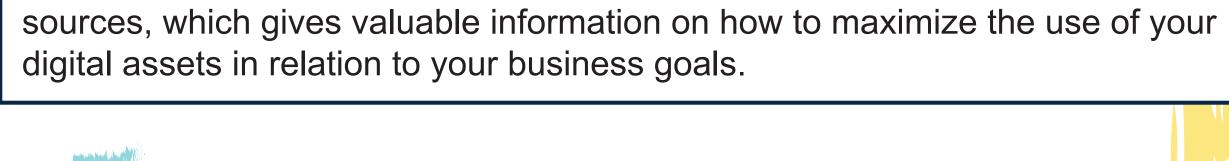
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