



More engagement, less management

The marketer's guide to DAM



*Raise the profile of a product or company. Make a connection that sticks with consumers.
A marketer's job only sounds simple, but it's the key to building a brand and making a sale.*

What was already a demanding job has only been made more challenging by digital communication, ecommerce and social media. Although these powerful new tools have opened many new opportunities and made marketing work vastly more quantifiable, they've also made it vastly more complex.

Mad men with big ideas have given way to data scientists, highly personalized content and message optimization driven by algorithms and automation. Marketers now sit at the helm of dozens of specialized technologies that, ideally, give a deeper understanding of and stronger connection to consumers.

But these technologies require a constant diet of new content and images. Whereas marketing content used to have a shelf life measured in months, today's social and digital content expires in just minutes.

Marketers find themselves at the mercy of this insatiable content monster, and they're working harder and harder to keep up.

This new marketing world is powerful and eye opening. But the technology along with the techniques and processes it requires must be mastered to be sustainable. Marketers must work smarter to speed up project cycles, streamline distribution of content and automate repetitive tasks.

Digital asset management (DAM) can help. It connects marketers and creative assets with their teams and touchpoints. It provides self-serve access from anywhere and clear metrics for understanding use.



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Maintain brand order – automatically.

Marketing communication today lives in an unprecedented number of varied and fast-moving environments. Marketers are increasingly required to adapt and specialize messages for a huge number of channels and touchpoints. Balancing the freedom of partners, contractors and retailers required to adapt messages with the control marketers need to maintain consistency is a dilemma that many marketers are struggling to solve.

DAM can help marketers build strong, coherent brands by keeping distributed teams, creative content and brand guidelines in sync.

Online brand guidelines

Among the recent innovations emerging in DAM is the brand portal – one central source of brand truth that both internal and external contributors can use to execute marketing projects that are true to brand requirements. Unlike static guidelines published in PDF documents, online brand portals can be updated instantly and are always accessible. Brand portals can also provide approved brand assets along with the standards for their use.



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Brand templates

Some design tasks are just plain tedious. For example: changing the address box in a flyer for 189 different retail locations. Or swapping different featured menu items every week for a chain of restaurants.

DAM offers a unique solution that distributes repetitive tasks like these to others. Brand templates lock down specific elements in a design while leaving others open for adaptation or localization. These simple templates don't require any special design skills, so creatives can design once and let others handle the production work.



Connect marketing assets with people and end points.

Lots of people rely on marketing content to do their jobs. As the number of people involved in marketing and sales-related activities has grown, the demands on marketers have increased. Agencies need logo files, retailers need new promotion materials, franchisees need new product shots, sales teams need collateral, partners need training materials. The list goes on and on.

Marketers are often stuck in the middle fielding these requests. Time spent fulfilling requests is time most marketers would rather use for their projects. DAM frees marketers from these requests by simplifying or automating routine tasks and allowing field-based partners to help themselves.

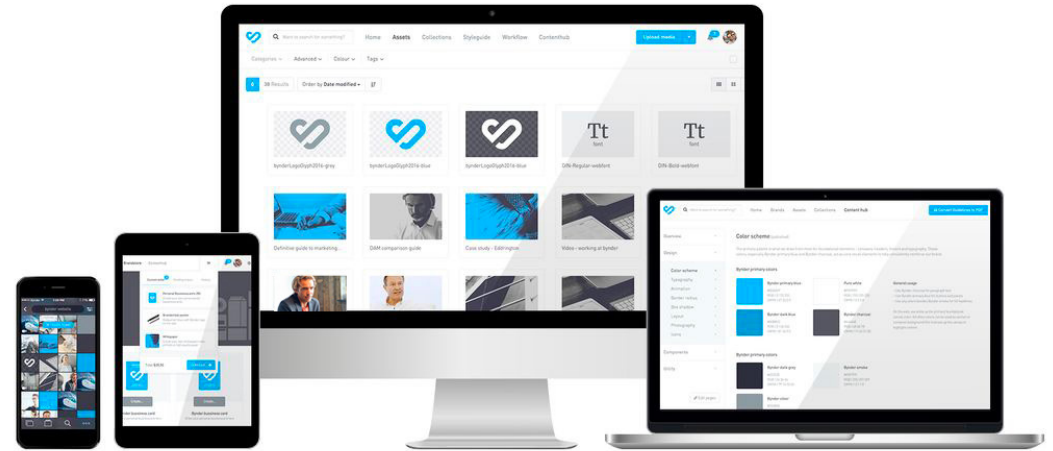
Self-serve access

DAM makes visual assets available to anyone who needs them – no middleman necessary. Cloud-based access allows people in the field to get what they need regardless of location or device. Permission-controlled entry prevents unauthorized use, although public materials can be made available to anyone through self-registration. One less nagging task for designers to check off.

Live links

Marketing assets like banner images often live in dozens of locations. Replacing or updating an image can be a huge time suck as files are hunted and replaced. DAM can streamline asset refresh because assets live in just one central location and use live links to display and update the image anywhere it needs to appear. You can also schedule updates and campaign refreshes – no more waiting to “flip the switch.”





Streamline creative workflow.

Deadlines are reality for marketers. Missing deadlines is expensive and, more importantly, can affect consumer experience. As the number of projects increases and timelines shrink, marketers must use technology to accelerate project cycles. DAM can help by serving as a hub for marketing operations and tying all the key pieces together.

Faster review and approval cycles

DAM is an enterprise platform meant to unite all the different groups involved in the creative process, from project initiation through creative development, review, approval and ultimately distribution of final work. Now project initiation, preliminary input and approval of final designs can be fast tracked rather than lost in a mass of reply-all emails.

Smart request routing

Even where some human intervention and judgement is required, asset requests can be simplified. DAM systems can automate the request process by using form logic to authorize requests when possible and route exceptions to an approver for review. In many cases, automated request routing cuts time spent on these requests by 85%.



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Measure performance.

Marketing has become a quantitative discipline. Effectiveness can be closely monitored and measured, and analytics determine what works and what doesn't. DAM brings quantitative discipline to marketing assets. By viewing how frequently assets are downloaded and used, underperforming or underutilized assets can be identified. Additional data collected from your user community – such as comments and likes – can help surface successful assets for others to discover and use.



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Integrate your marketing technology ecosystem.

Marketing technology has exploded in the past few years, with the number of new solutions doubling every year since 2011 and now numbering in the thousands. Visual assets are important to many of these, like marketing automation, email marketing, content marketing, social marketing, CMS and ecommerce platforms.

Connecting DAM to other essential marketing systems can save time and prevent the mistakes that often occur when too many hand-offs are required. DAM can connect to or integrate with these systems using an API, pre-built connectors or plug-ins.

Connected applications

Many pre-built connectors exist for popular marketing applications like Hootsuite,

Wordpress, CMS, Drupal, SiteCore and more. Reach your destination faster and get things done more simply – without all the clicks and window manipulation of switching between applications.

REST API

We all love our apps, and no doubt your team has found at least one or two that you can't live without. Fortunately, DAM is ready to work with that via API. Developers can quickly and securely read and write from the DAM, deploying it as the asset-management platform for the apps you depend on to get quality work done.



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Bynder is the fastest growing DAM service, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

For more information please visit our website www.bynder.com.



