



# Digital asset management for the modern marketer

A role-by-role breakdown of how smart marketing teams  
stay agile with digital asset management in 2018

What's Inside

# Table of contents

For marketers, by marketers	3
DAM for designers	4
DAM for content marketing	8
DAM for brand managers	11
DAM for social media professionals	14
DAM for search marketers	16
DAM for email marketers	18
DAM for PR professionals	20
DAM for customer marketing	23
DAM for marketing technologists & operations	26
Final Thought: DAM for the CMO	28
About Bynder	30





## Introduction

# For marketers, by marketers

Marketers are like snowflakes: when seen together from afar, they may all look the same, but no two are exactly alike.

How marketers work will differ from company to company and from role to role, especially when it comes to producing, managing, and sharing digital content.

The key is to have the whole team using the same centralized tool but in different and unique ways. It's like that Google Android commercial: be together, not the same.

The practice of digital asset management (DAM) is meant to understand not only how assets need to be stored, but how they should be *used*, at an organization.

DAM is many things for many people. You might love it for one reason, and your colleague might love it for something different. That's why it's important to identify your use of DAM to make sure you are accomplishing all goals and getting the most value out of it.

How does DAM help your role so that you get more work done more easily? Find it in this guide and start working smarter today.



# DAM for designers

by Ljubica Jovanova, Visual Designer

The biggest pain point for many creative teams is achieving balanced efficiency: meeting deadlines but producing the best design outcome. Scaling back the time spent laboring over administrative tasks will create more room for creativity—and this is where digital asset management (DAM) can help.

With a DAM tool, you can accelerate the design process by utilizing a centralized place for all digital files as well as communication channels, making it incredibly easy to find and share any file and to handle projects in a more straightforward manner.

## Eliminate daily design tasks

Daily tasks as a designer in marketing typically include: receiving design briefs, assigning responsibilities and deadlines, creating design concepts and getting feedback. Finalized work then needs to be shared with the wider team in a smart and efficient way.

Designers have to distribute, among other types of media, campaign materials, social media banners, retargeting banners, whitepapers, e-books, event posters, and flyers to various individuals who may all prefer a different communication method. As marketing design activities expand to keep pace in the content race, this in itself can pose a significant time challenge.

## Assets, assets everywhere

Aligning schedules, keeping everyone in the loop, and sticking to deadlines—they're all dependent upon one key factor: good communication. Without the right tool for that, the risk is that designs are shared over and over again via email, meaning that feedback isn't always clear, and crucial points can get lost in translation.

Another challenge—which some designers might neglect until it becomes a real headache—is the management of growing asset collections. It's hard enough to find digital assets when the brand is growing and you're creating new things every day. But when you then need to have version control and archiving in place on top of simple store and search, it becomes almost impossible without a smart system.

However, the biggest headache of them all is, arguably, safeguarding brand identity. It's mission critical for design teams to keep the brand style consistent across all channels, and a brand that is consistent, clear, and compelling is what will make your brand story stand out from the noise.

*“Designers don’t want extra administrative tasks. We just want a streamlined process from request to approval; a centralized place to find all our files within seconds, and a style guideline everyone in the company can find and refer to.”*

Ljubica Jovanova, Visual Designer

## Is DAM the cure to design pains?

Designers aren't complicated creatures; all we want is:

- More time to focus on creative work rather than administrative tasks
- To increase the use of all completed design work—both externally and internally
- Control of brand guidelines to ensure everything is on-brand
- A communication channel that helps us work better

So, how can DAM help with all of this?



## Digital asset management can offer designers:

- Centralized storage for all design files, plus an easy way to search and find the right file within seconds
- A single-source-of-truth for all design files
- Streamlined design workflows and centralized communications around the process of creating
- Brand guidelines so that work is on-brand
- Publishing-on-demand module for customizing and localizing templates without added design work

## The single source of truth for all design files

Have you ever worked for a company where every team member stored their digital files in a different place? Frustrating, isn't it, to keep searching through online storage systems and offline hard drives looking for one particular asset while watching your colleagues use the wrong files over and over again?

A secure, centralized cloud-based storage solution can put a stop to these frustrations. By organizing assets based on a taxonomy structure, DAM makes it significantly easier to find files on an organization-wide level, using filters, tags and other advanced search methods.

## Beyond asset centralization: solution to communication hassles and version control

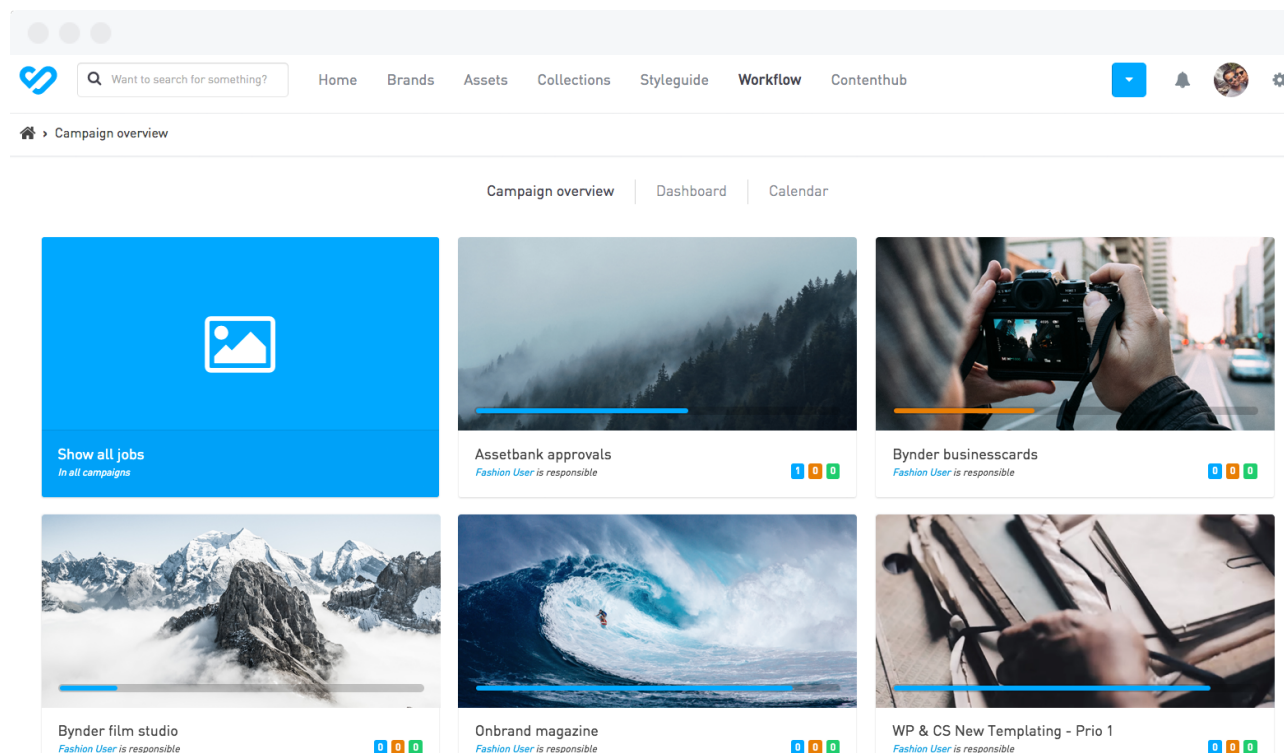
A DAM platform that offers asset review tools, sometimes referred to as “creative project management”, can organize creative workflows and better move processes along and track the lifecycle stage of all assets.

One core feature within creative workflow is the ability to communicate with all associated stakeholders of a task. For example, a designer could read the submitted job spec and leave annotations directly within the workflow as well as tag those whose attention is needed.

For design—and pretty much all creative work—the first draft is hardly the final version. Therefore, it's important that we intelligently gather feedback to push the process forward. Rather than rely on emails that just loop round and round, or desk chats that almost always interrupt you when you're in the middle of a job and always go undocumented, creative project management solves the

problem by allowing direct annotation on assets in workflows.

After a final version is approved, the new design will be automatically added and made available for anyone to use immediately.



## Stick to the rules and conquer the power of branding

Consistency is the fundamental rule of branding. A great brand should always communicate in the same style and tone-of-voice across all channels. For design, it breaks down into brand colors, logos, fonts, and templates. The most common issue here is that while a company may have brand guidelines, only the design team tends to stick to them, which means designers often have to spend time fixing off-brand mistakes or chase down and replace off-brand assets in circulation. Even if you are lucky enough to have wonderful colleagues who always stick to the rules, it's still hard to ensure external parties use your logo correctly.

The best solution is to make the guidelines easily accessible as a publicly-facing portion of the DAM, so that everyone is aware of them and able to refer to them at any time.



# DAM for content marketing

By Charis McGowan, Freelance Journalist

Digital asset management helps content marketers accomplish more, both individually and as a team. DAM is a lot more than just storage (just like content marketers are a lot more than just copywriters) and it can streamline daily marketing tasks in several ways.

## Emails: thread carefully

Any content marketer hates digging through email threads trying to figure out who is involved in a certain project. Most content marketers will know that plenty of marketing collateral will have to be drafted, revised, approved and edited by several members of the team, or company. Often, this does not only involve your marketing, but sales, legal, customer success, and maybe an executive or two. Content marketers need to make sure that projects are carried out as simply as possible to benefit all teams involved, but they're not project managers, either. They can't always be setting action items and next steps manually, or constantly corralling stakeholders if they ever expect to get any creative work done; things need to progress as automatically as possible. DAM enables the following capabilities to that end:

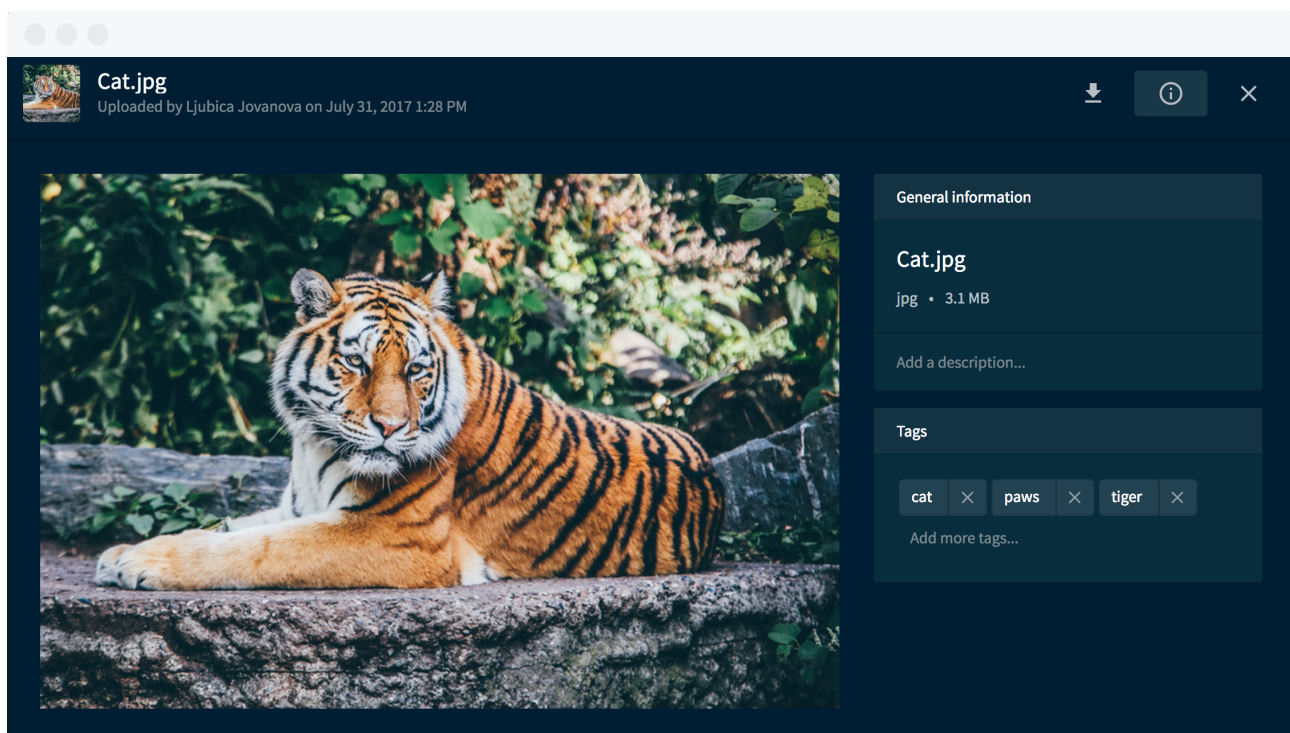
- Elimination of email attachments, replaced with dynamic links
- Automatic version control
- Asset review engine with annotations





- Detailed user permissions and content access when working with agencies or third parties
- Large file sharing without compression

By centralizing and streamlining internal communication throughout the content lifecycle, DAM increases content marketing efficiency and lets the content professionals focus on quality.



## The-cat-in-the-hat-with-a-box problem

Any marketer with an eye for detail knows that finding the right digital asset, like a picture or video, adds the final touches to make brand content stand out. But the devil is in having access to all those assets and the means to find the perfect one!

For example, imagine you work for a company that designs cat cards.

In this scenario, you need a really specific cat picture. Maybe you previously stored your cat pictures in folders that correspond to cats' appearances: tabby, shorthair, or black cats. Maybe you've also organized your folders by location: city cats, country cats, jungle cats, and so on. A problem arises when you upload a picture that has a tabby cat in the city. With folders, you have to choose between placing the cat picture in either an appearance or location folder, when it could be both.

Alternatively, you can duplicate the picture and put it in whichever folder suits the image. This isn't ideal as you may have deleted a picture you no longer have the rights to use, but forgot to remove one of the duplicates. If you or a colleague accidentally use that picture, it could lead to off brand content, or even worse, some serious infractions.

Also, duplicating can clog up your system and needlessly take up storage space. Remember "the cat in the hat with the box" from Dr. Seuss? If you did have a picture of a cat in a hat with a box, you may have several unique folders where it could be found: 'cats in hats' 'cats with boxes' 'cats outside' and whichever other folders could be relevant.

DAM is configured the opposite way. When a new asset is uploaded, DAM requires the user to fill out identifiable properties and allows users to add any other relevant information as tags.

Those properties are then picked up by a DAM's search feature, so that you, the content marketer at the cat card company, can simply search "tabby cat city" and see all your options for that specific criteria, completely removed from any folder storage.

For on-demand webinar recordings on how DAM accelerates content marketing, check out these resources in partnership with Forrester and the Content Marketing Institute:

[Forrester webinar: DAM: A major content marketing trend in 2017](#)

[Content Marketing Institute webinar: More content, less work with DAM](#)



# DAM for brand managers

By Charis McGowan, Freelance Journalist

As a brand manager, you're the ultimate multitasker. You have to check that the copy team is engaging readers, the videographer has got the right shots, the designers are creating amazing visuals, and see how the SEO and PPC teams are optimizing and promoting all the content that your team is producing. On top of managing your staff, you'll need to spend time analyzing the markets and understanding audience behavior. Overall, you're responsible for a cohesive marketing strategy to increase value and performance on your product or service. It's a role that comes with a lot of challenges, so we singled out the main things brand managers should prioritize for DAM, and narrowed it down to three main C's:

## 1. Communication

Any managerial position requires patience and an ability to handle staff requests to make sure different parts of your team are working together in harmony. DAM can enable global collaboration for brand teams if it is cloud-based. So whether you have a local or global team, any employee can access the right assets anytime, anywhere. A designer in Amsterdam needs copy approval from a writer in New York? This type of request can occur in the DAM and, as brand manager, you're able to see exactly what the communication is and the status of the project.

There's no need for your team to shout across the office at one another, or have to lose time chasing each other on phone calls.



## 2. Consistency

Communication is an essential step in achieving the second ‘C’: consistency.

Brand managers will know that effective brands need to be consistent. But that’s something easier said than done, right? Especially when different stakeholders—designers, marketers, and sales—have different expectations for the brand’s purpose. But from start to finish, as your brand seeks to achieve its goals, it has to maintain a uniform focus and approach. Literally every single action has to fall under the same overarching strategy. This should be reflected in all areas, from ethos to image, and remain consistent across different marketing channels and all company departments.

Consistency can be a hard thing to communicate, especially internally. Following brand guidelines is not exactly second nature for employees, but it absolutely should be.



*“Once you understand the value of a consistent brand, you will see why a brand guide is an essential business document.”*

Raubi Perilli, founder Simple Stated Media

Brand guidelines can include your mission statement and core goals, as well as style guidelines—what fonts best represent the company, what version of the logo should be used, whether certain colors are a no-go, and so on.

The DAM serves as the foundation to company-wide brand guidelines in two distinct ways.

1. It serves as the source of the assets approved for company-wide or public use, from which any authorized user can download them.
2. It serves as the home of the written rules themselves: do's, don'ts, and special permissions around brand identity.



### 3. Creativity

Great branding ideas come from inventive and artistic minds. Brand managers are expected to always have fresh ideas, as if creativity was in endless supply amongst the team. This can be hard when so much of your time is spent on tiresome day-to-day tasks, such as digging through email threads, supervising where the right logo has been placed, or uploading and downloading to different channels to make sure brand identity elements are in the right place.

[Marketing technology can help automatate these type of tasks](#), so that the brand manager can focus more time and attention on the next game changing idea.



# DAM for social media professionals

By Janelle Fleming, Social Media Coordinator

It can be tricky figuring out how to adapt your marketing collateral to social media platforms. Each medium may require a different approach to fit your company's overall social media strategy. Content needs to be friendly, but not unprofessional, and the tone has to be just right—aligned with your brand and its most loyal followers, while at the same time attracting a wider audience.

## Social media: not just for selfies

Nowadays, we're overwhelmed by social media posts, so it's important to choose the right media file to catch your audience's attention. Moreover, the media (images, videos, etc.) has to be suitable for each channel that you're targeting. So, you may have unique files formatted to multiple social media platforms that need to be stored in an organized fashion. Take Red Bull for example, who have launched successful campaigns on Facebook, Instagram, Google+ and Foursquare to name a few. In 2007, they opened the Red Bull Media House, a move that made Red Bull an innovator in content marketing and brand storytelling techniques:

*“Success equates to audience engagement. Audiences who are engaged in content and who find the content easy to access on the platforms that matter to them will then be eager for the next story.”*

Red Bull Media House



Red Bull knows that audience engagement techniques vary from platform to platform, and that each platform requires assets in certain styles and dimensions for the optimal experience. That's why they are one of the [most popular brands on social media](#).

## #NoFilter?

If you prefer the au-natural look to your images, perhaps #NoFilter is required. But, if you do just want to add some extra touches, a marketing-driven DAM can enable asset review and annotation right in the platform. If an image for social media requires a change in color, the marketer can upload it to the workflow feature of the DAM, add comments (ex: 'please make darker') and tag a designer. The designer can make the edits, and re-upload the asset for approval. Once the image has been approved, it is saved directly to the DAM either as a new version of the same file, or a new file. The social media marketer can then use the new and improved image.

## Do my assets look big in this?

A social media marketer's nightmare is when you finally find the perfect image for your posts, only to find it has been stretched or altered once published. A DAM will help prevent that nightmare in two ways:

1. Derivatives - Auto-generated variations of a single asset that's uploaded, based on pre-configured dimensions (Facebook, Mobile, Square, etc.)
2. Cropping - When an auto-generated derivative does not fit the need, some DAM's have the cropping capability to get it to exact proportion, save as a new file automatically under the original, and distribute from there.

Through these two methods, social media marketers are able to increase the speed at which they work. Just as importantly, they can dramatically cut down on the small requests to the design team. Social media marketers and designers: better friends through DAM!



# DAM for search marketers

By Jack Saville, Online Marketer and SEO Specialist

Page speed is an incredibly important part of SEO for two significant reasons. Firstly, a page that loads swiftly will quickly capture the interest of a user and reduce the threat of that user bouncing. Secondly, a fast-loading page is easier for a search engine bot to crawl. Therefore, the faster your page loads, the more time the search engine has to crawl the contents of your site in a limited time, improving your page's chances of being indexed.

Most sites want to include as many high-quality images as possible to showcase their product or service. However, this can make individual pages very heavy, and as a result, it takes the page longer to load. If so, the user may lose interest while waiting and return to the search results. That's a search marketer's worst fear: traffic gained and lost before they ever interacted with the site! With advanced DAM software, it is possible to distribute images straight to a website through a high-speed content delivery network.

The improved delivery of these images reduces the total load time of the page, meaning that there is a higher chance that Google will increase the page rank in the search results. Measuring the effect a digital asset management content delivery network has on page speed can be done using a number of tools—the ones we recommend are Google's PageSpeed Insights and the Pingdom page speed test.

It's also important that all content that you create is SEO optimized. The aforementioned brand guidelines capabilities within a DAM are a good place for SEO best practices to live, to ensure that all online content is search engine friendly. For example, the guide could remind people to compress images for use on webpages, highlight common issues to look out for when creating blog content, or advise on naming conventions and title tags.





# DAM for email marketers

By Jeffrey De Wijs, Email Marketer

Sharing assets via email attachment is discouraged in DAM; DAM users work smarter than that. But utilizing a DAM library as the source of content for email marketing is very much encouraged, as a more straightforward alternative to finding and uploading manually from a desktop every single time.

In an e-commerce environment, the inclusion of images in marketing emails can greatly benefit engagement metrics. However, if product images or logos are not easily accessible, this unnecessarily increases the time it takes to create that high-converting content. And we all know that e-commerce waits on no one to get content and products out the door.

DAM provides the email marketer with a central point to find product shots and suitable images for their myriad of tasks. For example, in an e-commerce shop that sells designer watches, the product photographer will photograph new models and then upload them to the digital asset management portal. Once uploaded, the marketing team has immediate access and can begin using them for marketing purposes—and specifically, email marketers can craft agile communications always with the latest product shots.

## How to share images quickly

When new product images are created and uploaded to the DAM portal, it's important that the email marketer is made aware that they exist. If image sharing and content accessibility is not in place, then content could live in siloes and the email marketer may not realize that new assets exist.

What every email marketer needs is a smart way of having access to the latest and greatest digital assets from all sources in the company; product, brand, digital, and beyond.



To this end, users can group images into collections. A collection is a custom-generated group of assets meant to be shared internally or externally. The collections can be accurately shared, or made available as a link on the digital asset management homepage. So, for example, if a new family of smartwatches is released, the marketing team can group the new product images into a collection and then share a link to the collection via email, Slack, or any other communication channel. As a result, the email marketer will know that the new product images are ready for use, and can access them straight away.





# DAM for PR professionals

By Jennifer Harvey, Global Communications Manager

PR people can be a little notorious, but it doesn't have to be that way. All we want to do is increase brand awareness and get the media interested in our company. That's why providing rich content to wide audiences is a must for people in this industry. PR moves fast and needs to be agile in order to stay ahead of the latest trends and provide media outlets with the right information as quickly as possible.

You hear a lot about sloppy PR work, and that's usually related to PR professionals making some sort of compromise in order to hit goals and deadlines. When PR marketers sacrifice quality for speed, 9 times out of 10, it leads to shoddy work. It's frustrating to see; poorly executed PR work, such as incorrect numbers or outdated logos, gives the whole profession a negative reputation. Marketing technology can help facilitate both speed and quality, ensuring that PR covers all the necessary bases as efficiently as possible, while still maintaining the frenetic pace necessary for the digital era. Here are three ways in which [digital asset management](#) can help can achieve that.

## 1. The right content

Not only do we have to find the most appealing angle to engage media, but we also have to be able to provide up-to-date, factual information that in no way can harm the company's image; everything has to be in line with the company's vision.

Things can go from good to bad in PR faster than you can hit send on a press release, and it feels like PR equity is gained in drops but lost in buckets. If something with the wrong logo or inaccurate copy is relayed to the press, there's no taking it back. With social media, errors can be published and



spread all over various outlets in minutes. This can lead to irreversible problems, ending up on the embarrassing and viral #PRfail hashtag.

**DAM can be a source of comfort and calm in an otherwise stormy environment.** Equipped with user permissions and access rights, DAM ensures that only the correct and approved files can be downloaded and used. It also provides information on the date, and archives outdated files automatically once they expire. With all files under control, no longer does publishing the wrong information feel like such a threat.

PR professionals can also directly connect their company media kits to their brand portal, to make sure all of the content is updated and available to whoever needs it.

## 2. The right people

When it comes to company news and campaigns, employees need to know what's in store and how they should handle all that information. Employees make your company, and should be empowered to become advocates. But how can you make sure that employees get the most accurate and up-to-date information, and ensure they're always using that correct information when they take to social media and become employee advocates?

DAM facilitates internal communication, making sure that the correct people have access to only the files meant for them. For example, the brand guidelines module can be consistently updated with the latest information about your company's brand image, internal facts and figures, latest product and service updates, and more. It's a central source of truth that never goes on vacation or has a bad day at the office.

Eliminating those more laborious parts of PR opens up bandwidth for more creative and strategic tasks that will help drive the brand forward, the whole reason anyone got into PR in the first place!

## 3. The right timing

As anyone working in the media will tell you, meeting deadlines is key. If you miss your momentum, you potentially miss out on engaging a huge audience. That's why it'd be a shame not to respond to media enquiries as soon as they come through; otherwise, you risk being left out of a big conversation. It is essential to have a [media kit](#) available on your company's web site. Creating and embedding a DAM collection of your press material on your website is a handy way of getting everything ready.



[DAM also eliminates the to-ing and fro-ing](#) of email requests for content on the latest campaigns, news and product developments. All finalized assets can be found on the company's portal, ensuring both agility and control. If you're on top of your game, link to PR content on the brand portal's home page slider, so it's extra hard to miss.



# DAM for customer marketing

By Anneke Langhorst, Customer Marketing Manager

With rare exceptions for brilliant ad campaigns, it's a known fact that consumers will trust the opinions of peers over advertising sources. As Rebekah Mackay Miller, managing director of TRND, [relates to The Drum](#):

*“Globally 84 percent of people trust peer-to-peer recommendations over any other form of advertising...People place their greatest trust in each other, not faceless organisations.”*

Rebekah Mackay Miller, managing director of TRND

These days, marketing success relies on building connections with customers to incorporate their experience into marketing material. The effectiveness of such campaigns was realized by [Influitive](#), a customer advocacy platform. They believe that customer experience should be at the center of any marketing effort.



*“Customers of business products need to validate their purchasing decisions. That's what makes customer success stories not only valuable but completely necessary. The more customer success stories you have, the more you're helping your prospects in their journey with you.”*

Onnela Pukk, Consultant, Influitive

Customer marketing is a great way to turn your clients into your advocates. By being completely impartial, the customer can offer authentic insight into how you operate as a brand and provide an honest assessment of your service.

## The most effective piece of marketing collateral

With a DAM tool, you can create, produce and distribute one of the most effective pieces of marketing collateral there is: the customer case study, or as we call it, a customer success story.

Creating a good case study isn't as easy as pulling a customer quote and pasting it over your logo.

The screenshot displays the Bynder DAM interface. At the top, there's a navigation bar with a search bar and links for Home, Brands, Assets, Collections, Styleguide, Workflow, and Contenthub. A blue 'Add asset' button is on the right. Below the navigation bar, a breadcrumb trail shows 'My campaigns > Assetbank approvals > Job name: Start stage'.

The main section is titled 'Whitepaper covers - website 2016'. It includes buttons for 'Export assets', 'Download all assets', and a settings icon. On the left, there's a 'Job attachments' section with a placeholder for uploading files. Below that, 'Additional information' lists 'Created by Robin Elzerman', 'Key BNR-2836', and 'Preset Web banners'.

The central workflow area shows three stages: 'Upload design' (completed), 'Review design' (completed), and 'Upload to assetbank (in progress)'. A green 'Submit to next stage' button is visible. Below the workflow, a 'Stage 3 Upload to assetbank' section shows a list of 10 results. Three asset cards are visible, each titled 'Whitepaper cover' and 'Added by Robert de Jong'. Each card has a heart icon and a comment bubble icon with a number (3, 4, and 3 respectively).

An effective customer success story requires input from different parties; from the customer themselves, the copywriter, and finally to the designer or videographer. If the whole creation process is conducted via email, then instructions or files could get lost, or relevant stakeholders could be accidentally omitted. This makes the process of creating a case study draining and error-prone, not to mention lengthier.

## Create your case study with DAM

Utilizing a creative request form and workflow makes it 100% clear who is working on a brief, breaking each step of a project down into stages.

The original concept can be uploaded, and then advanced to a copy check, before entering the design stage. Each responsible employee is tagged at respective stages. Once the case study is complete, it can be published directly into the asset bank, available for company-wide use. Sales probably can't wait to get their hands on it, and they'll have it instantly in the DAM!



# DAM for marketing technologists & operations

By Alexander Seignette, Marketing Operations

Marketing technologists and leaders of digital initiatives have a unique place at organizations: they need to know marketing's pain points, enable marketing to work smarter and more efficiently, but they're typically not end users. It's not so much about a single use but about DAM's place within the organization's tech stack and corresponding workflow.

DAM has a special place in the MarTech ecosystem because it exists as the source of all the content necessary to build a brand on all the other systems a team uses. You've lead the charge on marketing automation, CRM, and CMS, but each of them needs content delivery, ideally all from the same place and not each employee's desktop. That's where DAM sits.

The first step is implementing a user-friendly DAM (again, marketing technologists may not be end users, but need to think of the end user) that everyone likes using and knows to go to for all the necessary collateral.

The next step is to integrate the DAM as much as possible into the content lifecycle. Some key integrations to a more streamlined marketing workflow include:

- Creative suite
- Project management tools
- Content management systems
- E-commerce
- Marketing automation



## Accessible but secure



Marketing technology professionals sleep a little easier with a good DAM, because it checks boxes for multiple stakeholders: it offers universal accessibility, which marketing will love, as will sales and other end users. But it's also secure and requires very little IT involvement if it's hosted in the cloud, so the weekly 1-on-1 with the CTO should be pretty smooth, too.

Marketing technologists, by their very nature, gravitate towards innovation and organization. If they didn't, they probably wouldn't be very good at their job. DAM lets them check both of those boxes off in a very secure and future-proof fashion. There are always things to worry about, but content management and delivery across the marketing team's network shouldn't be one of them.



# Final Thought: DAM for the CMO

By Lidia Luttin, CMO

A digital asset management tool is always going to be comprised of the same handful of crucial features, such as search, download, share, and collaborate. But each of those features offer widely different use cases and applications in marketing life, and it's important to develop those use cases during the DAM software evaluation, not after.

For the CMO, DAM is the source of insight, transparency, and security. Your job as CMO is to protect and empower the entire marketing team while simultaneously generating revenue opportunities. DAM makes marketing more bullet-proof in several ways, including but not limited to:

**Transparency** - no one at the company can say they have no insight into what marketing is doing or that they have no access to company content—it's all right there.

**Brand security** - if a logo is used incorrectly or an expired asset is published, the CMO is undoubtedly going to get involved, and it's typically not a pleasant conversation. The content access, user permissions, and brand guidelines capabilities are all means to avoiding those disaster scenarios—empowering the whole network to get the right brand message out there for the world to see.

**Data-driven** - By syncing your web-based DAM with an analytics application like Google Analytics, you can track performance at the url level of a specific portal, guidelines page, or collection the way you would with your more public facing urls. At the asset level within the DAM, you can track views and downloads. For example, if two assets are otherwise considered equal, but one has been downloaded 250 times by Sales and one has been downloaded just 20 times, what are you more likely to suggest your team create more of?

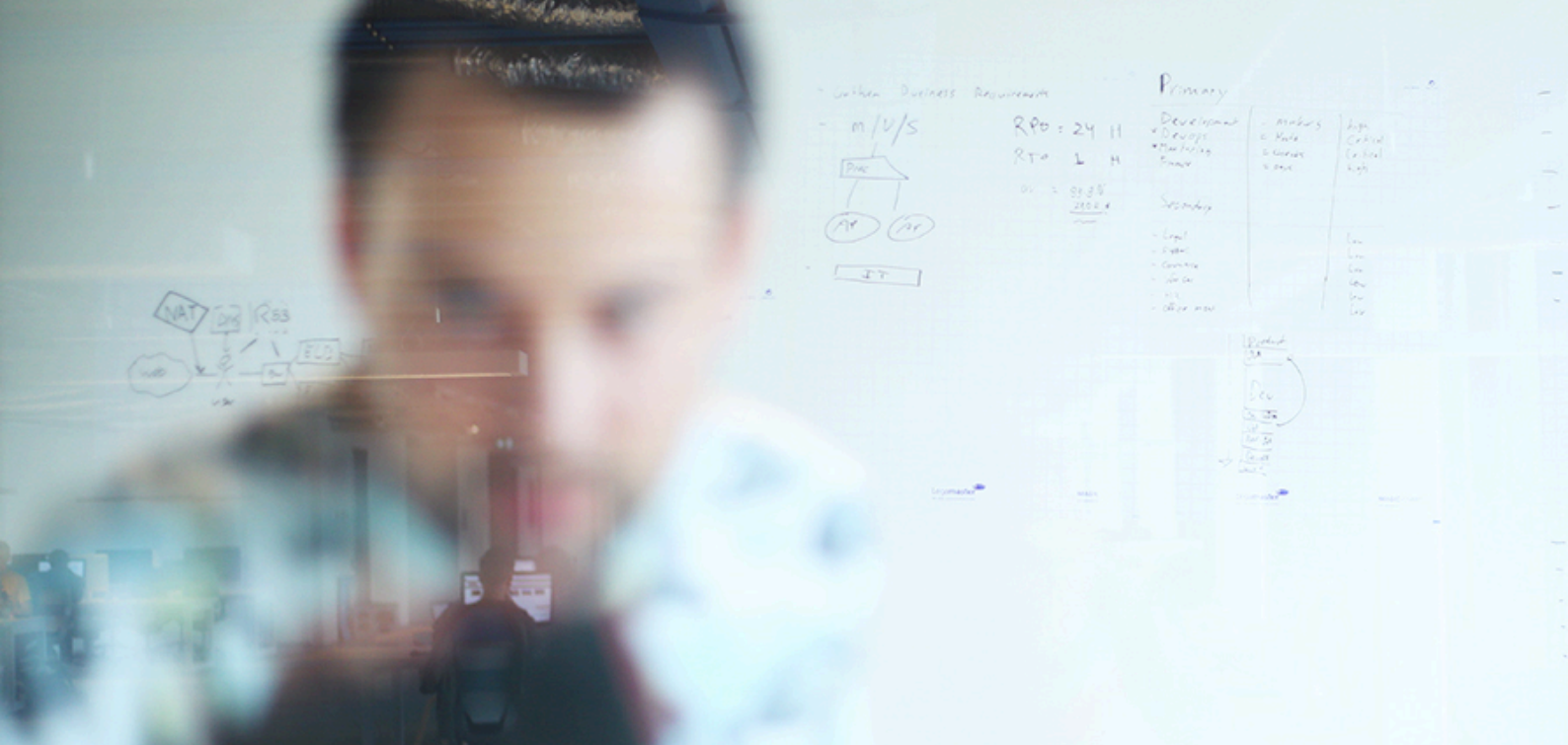
**Ease above all** - DAM is engineered to look and act like the personal apps that marketers love. With modern UX, robust search, and intuitive features, it feels more like Google or Amazon, and less like ancient folder storage. That's what everyone wants, in marketing or outside: easy to use apps connected to the other ones we already love working in.

Marketers are supposed to be the innovative ones, and DAM puts the CMO in charge of a team using the latest technology and best practices for managing digital content.

**Speed = revenue?** Oftentimes, hitting a monthly or quarterly target rests on how fast your team can get campaigns out the door. With creative requests, asset review, and instant sharing enabled in the DAM, marketing operations are less of a roadblock to success and more of a bridge to it.

Thanks for reading our DAM for the modern marketer guide! If you have any questions or comments, please reach out directly to the team at [marketing@bynder.com](mailto:marketing@bynder.com).





Some facts

## About Bynder

Bynder is award-winning marketing software that allows brands to easily create, find and use content, such as documents, graphics and videos. More than 250,000 brand managers, marketers and creatives use Bynder's brand portals every day to collaborate globally in real-time, create, review, and approve new marketing collateral, and circulate company content at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is established globally with headquarters in Amsterdam and offices across the Netherlands, UK, US, Spain and UAE.





[www.bynder.com](http://www.bynder.com)