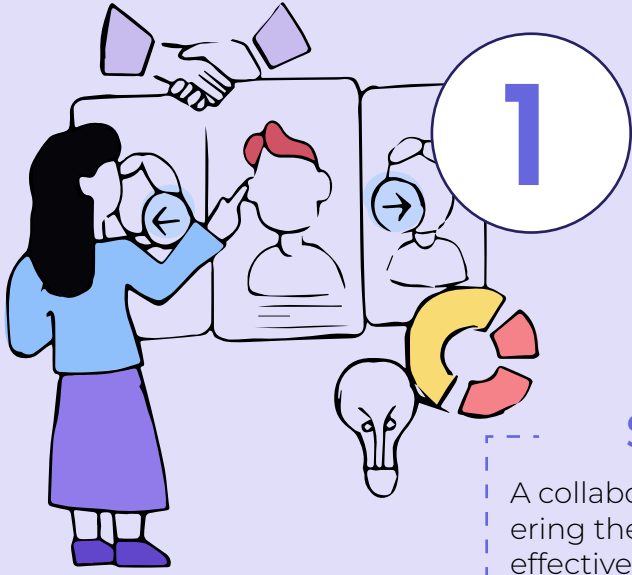


Best Practices in DAM Planning



Determining the End User or Stakeholder

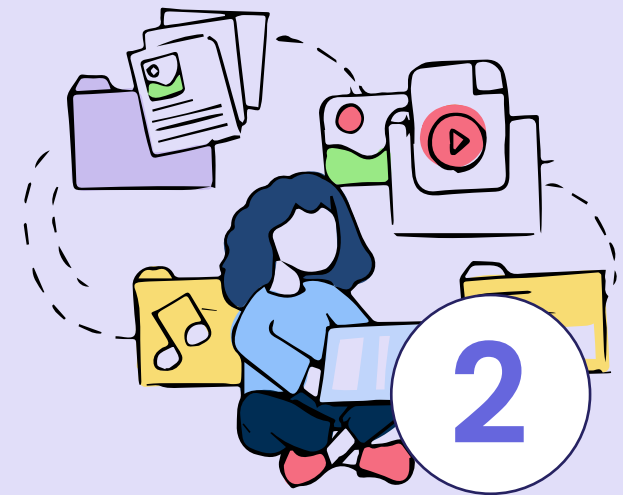
Different users will have different needs and the requirements for different goals for different digital asset pathways are needed. Involving your stakeholders and end users in the process will help in the decision-making process of what's essential in the DAM system and address any concerns with the current system (Navigating the Digital Asset Maze, 2023).

Scenario

A collaboration and approval workflow model may be ideal within your DAM system when considering the goals of your company, whether that's through multimedia channels like campaigns. An effective pathway will be efficient for the internal team to facilitate collaboration amongst different users for to share any comments on the latest version of content and gain approval by admins before launching the campaign to go live.

Review Current Asset Library

To make the new DAM system effective and efficient, it's essential to review your current asset library to determine opportunities for improvement. Take a look at any potential problems that need to be addressed with your current assets and incorporate specific requirements and components to make an improved version moving forwards.



Scenario

There may be a lot of digital assets that are either outdated or duplicated within your current asset library so you might want to consider a new system that allows for version control where users can track changes in the latest versions and preview previous versions to minimize confusion amongst one another (Navigating the Digital Asset Maze, 2023).



Setting a Governance Plan

Setting up a solid foundation for addressing roles, responsibilities and access permissions is crucial to protecting the dam system and ensuring that everybody is utilizing the dam system to its fullest potential. A well structure governance plan will help streamline the process between different users, promote collaboration through different features and address any issues that may arise immediately

Considering DAM System Integration

Content Management System with DAM: Integration of a CMS system with DAM can be effective to streamline the workflow between different departments and ensure assets are being properly shared and accessed across all different platforms. Once digital assets pertaining to marketing are uploaded onto the DAM system, the content can then be edited by the appropriate tools and published to ensure up to date content on any outreach platforms (Lim, 2023).

Project Management Tools: Leveraging project management tools with the dam system can be really effective in a team setting with lots of digital assets and versions. Users can set up certain access roles to documents, update permission settings, and set up notifications for review and approval (HolmesManager, 2020).



Optimize Performance Regularly

A DAM system needs to be constantly regulated in order to determine the shortcomings in the system and any problems that need to be resolved to increase efficiency within the team. Certain analytics tools can be utilized to track performance metrics and gain insight on how users interact with the system to determine how effective components are at the moment (HolmesManager, 2020).

Scenario

A marketing campaign is being rolled out for several assets to be released to many different social media platforms. A DAM system can be used to accurately measure performance and asset usage to determine the click rate and call to actions for signing up for email campaigns, which allows the marketing team to develop and improve upon their strategy.

