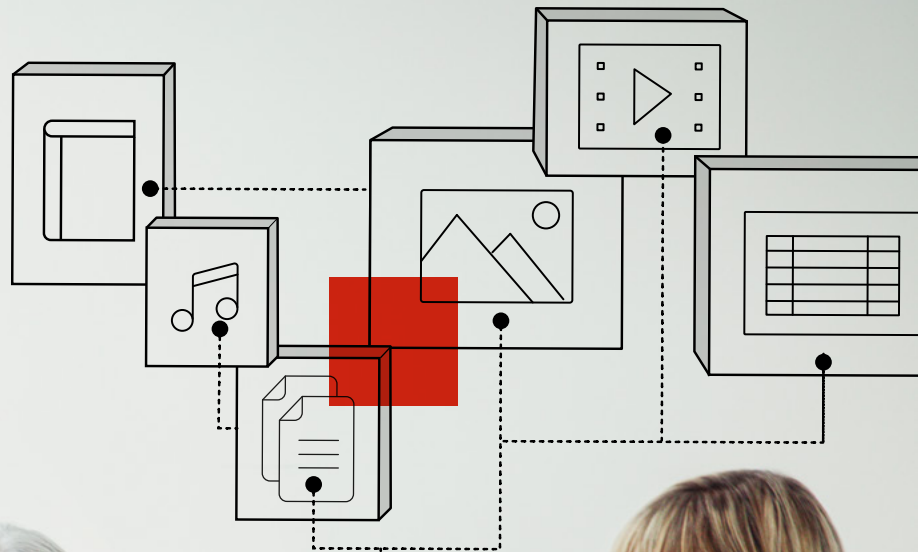EXECUTIVE GUIDE:

Digital Marketing Transformed: Beyond DAM

A glimpse into where DAM is heading… and why you need to jump on board

What we already know

The case for Digital Asset Management has always been clear. Marketing organizations need to store, organize and retrieve rich digital media, ensuring a consistent experience across the customer journey. A DAM, whether standalone or embedded in other software, allows them to do this. But the future of DAM is much more exciting.

Why is DAM evolving?

Marketing organizations are jumping through hoops to keep up with the boom in content and emerging digital channels. Over the last few years, there has been a demand for more management of content.

Here are just some of the reasons why:
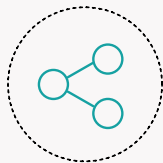
Connectivity

Whether they are interacting with your brand over a mobile phone, desktop computer, in a store or via social media, customers now expect a seamless, integrated experience. As a result, digital assets need to be readily available for omnichannel marketing.

Organize

Joining up the dots and harnessing the value of every piece of content is becoming more important, as demand for content grows. Marketers gain value from building a picture and documenting previously invisible relationship between digital assets.

Collaboration

There is a desire for collaboration and community across global marketing teams. Many parties have an interest and an input into your brand or marketing campaign. It's often a case of "all hands-on deck," and marketing teams need to be able to shake hands with all of the parties and open up a dialogue.

It is now clear there is a need for a richer, more robust, thorough way of keeping apace with the content explosion and of corralling an organization's digital assets.

And it's arrived

The future of DAM lies with owning and managing the entire content lifecycle – from planning, to ideation, from publication to management and organization.
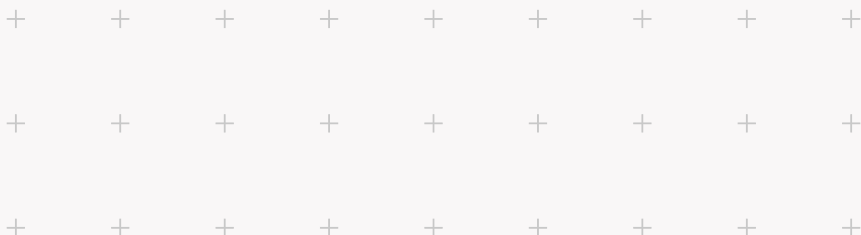
86% of brand marketers continue to invest in content development*

*Forrester Research

What does digital transformation look like?

Comprehensive

Imagine one source for all of your digital assets. One location where you can organize, consolidate and structure them for your entire marketing organization – globally. A 100% SaaS platform which allows users to manage the entire content lifecycle, drive omnichannel publishing and generate new collateral quickly and easily.

Collaborative

With so much potentially valuable and useable content stored outside of DAM, teams often work in silos to produce new content. Bringing your digital content together can break down silos between teams, business units and locations to improve collaboration and enable teams to deliver compelling customer experiences.

Far reaching

You'll need upstream access to marketing resource management (MRM), web to print and digital rights management (DRM), allowing you to gain a bird's eye view of every piece of your content, even those stored outside of your organization (agencies, partners, etc.). The result is that you own the entire content lifecycle – from planning to publishing across all channels.
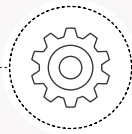
Downstream, you also need access to commerce sites, Customer Relationship Management (CRM), websites, E-mailing tools, apps and so on.
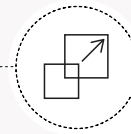
The entire content lifecycle transformed
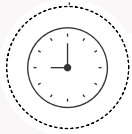
Time
Less of this valuable stuff is wasted on search and the duplication of efforts
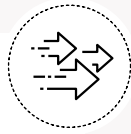
Efficiency
Who wouldn't want better briefings, easier reviews and more straightforward approvals

Scalability
Most in-house creation teams are small. 54% of those teams have been 1 and 10 people.* Being able to scale content with limited resources is key
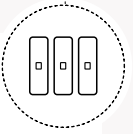*Forrester Research

Speed
Being able to respond faster to market and customer demands is crucial to success

Security
Where and when you can use your content, who has access to what and where it resides are important decisions

Consistency
A key benefit, and it applies to everything from brands to prices to localized content

Operational excellence
Quite simply, marketing teams will collaborate more effectively

Managerial
A manager's favorite buzzwords – cost improvements, optimizations, measurability and reporting – will all be made easier

Strategic
Controlled costs and quality levels lead to more informed decisions in the future

What does a world beyond DAM look like?

Content

Content will flourish and its value will expand. Stored in a structured and classified fashion for ease of navigation, it will still be generic enough to be reusable. None of the content you own or have created will be lost, wasted or duplicated.

Rights

You will no longer spend hours digging around to find who owns the rights to this or that image. The information will be available to you along with the asset, bringing with it a reduction in legal risk and uncertainty.

Products

You'll gain complete view of where product assets are used across the entire organization, including commerce sites, catalogues, mobile apps, signage, point of sale, digital kiosks, etc. Multiple brands, complex product ranges, and localization will no longer cause confusion, as you'll be able to manage and access the entire product lifecycle.

Projects

You'll be able to plan your marketing calendar and content production in a structured, streamlined way, collaborating across marketing teams.

Collateral

Using readily available templates, you'll create quick, personalized collateral – posters, flyers, business cards, product specs etc. – from existing web content. And all with the assurance of brand consistency.

Do you want your marketing organization to send out a message that is consistent across consumer touch points? Do you want the potential of every channel to be fully leveraged by using the richest possible media and content?

We thought so.

With its sights set firmly on the future, Sitecore is focused on enabling marketing teams to simplify, amplify and clarify every step of the content lifecycle, with an abundance of benefits to your organization.

Find out more about moving Beyond DAM.

Request a demo today.

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