

How do you know  
you need a DAM?

*magLabs*

## **Building and maintaining a brand is the cornerstone of many companies**

It is therefore important that both the look and feel and the messaging is consistent. This helps to build brand loyalty among customers and awareness for those who aren't yet customers. As a result, managing, organising and storing digital assets has become an increasingly important function.

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Many businesses share and transfer digital assets of various types with agencies, suppliers and clients. Without a digital asset management solution, the options available include using tools such as WeTransfer, Google documents, Drop Box or similar. Although these may be cheap (or even free) options, the process of sharing digital assets within these tools require the user to upload the latest version of their digital files which may range from videos, drawings and logos to designs, images, pdfs and full marketing campaigns. Without a central repository, outdated versions or non-approved assets may be transferred and used accidentally. Security of brand assets and their distribution is also a serious concern. A Digital Asset Management (DAM) system provides a solution to all of these issues. A DAM provides you with the peace of mind that only the most recent version of a file is available and that it can be shared with only the people that you grant permission to whilst also giving you the ability to time limit their access.

In-built reporting also provides valuable insight into who accesses digital assets and for how long.

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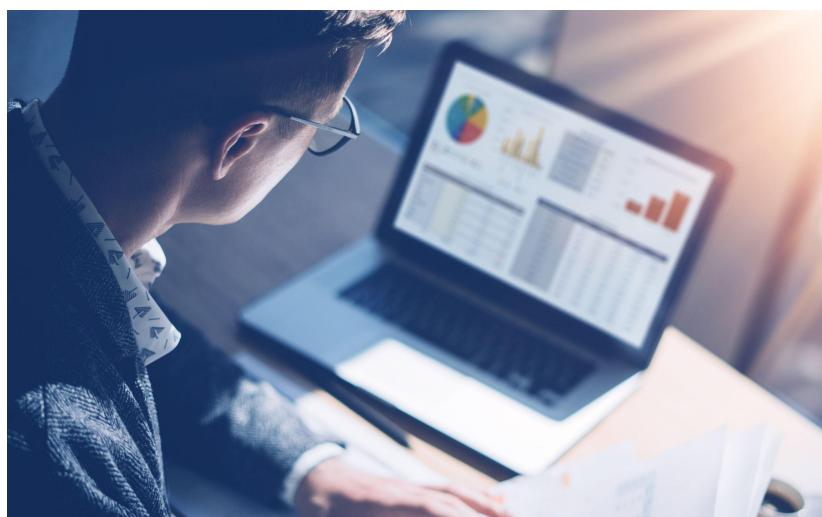
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**The benefits of a Digital Asset Management solution are that it provides:**

- a single source of truth for your digital content
- a place to store, organise, and share your assets
- the history and the future of your brand

The biggest and most established brands have a consistent approach to how they promote their brand. Look and feel is always the same with a consistent use of colour and clear messaging, which is always adapted well for use across different channels. This is only possible to achieve when brand assets are organised and distributed correctly.



As a business grows, the number of digital assets the business creates and stores tends to grow as well. This provides the business with a challenge: if there is no formal marketing function then someone needs to know where everything is stored and organised. Spending time searching for marketing assets such as brochures, logos and imagery comes at a cost. Having a central repository for storing these assets makes a business more efficient, offering a return on investment in the DAM.

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If you have logos, images, drawings or marketing materials that you are storing somewhere then you need a digital asset management solution. A simple, off-the-shelf DAM solution starts at around £5,000.

*To find out more about magLabs' digital asset management solution, Sargasso, please get in touch with one of our team via [thelab@maglabs.net](mailto:thelab@maglabs.net)*

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