

Value Your Brand? Then You Need to Give a DAM (Digital Asset Management)

A **digital asset management system** is a single place, either on a shared drive or server or in the cloud, where you can store everything associated with your brand library—fonts, images, colors, infographics, templates, logos and much more. Unless you're an integrated marketer who's also a one-person creative department, the value of having a single repository for all your creative assets cannot be overstated.

KEEP YOUR BRAND STRONG

You worked hard to build your brand. Now, protect it by ensuring consistency across all the materials created by your creative team. Categorize all of your brand's essential elements for easy access. A DAM—or online storefront—from PIP is the answer.

CREATE EFFICIENCIES

How much time have you wasted in your life looking for your car keys or wallet—and how much time would you have saved by having a designated receptacle for them? That's a huge part of the appeal behind an online storefront: everything is always in the same place.

This allows for more flexibility: for example, if you needed to bring in a freelancer, having everything in one place makes it easy for even an outsider to locate all of your brand's assets and relevant files so they could hit the ground running. Implementing an online storefront system can also help avoid the bottlenecks in work that occur when one person is waiting on another to hand off files, photos or fonts. Another benefit is the facilitation of consistency among all collateral and brands.

SUPPORT OTHER IMPORTANT AREAS OF YOUR COMPANY, TOO

Use your online storefront for applications far beyond the creative department: your account and management teams might use it to store completed job briefs, supporting material, and templates for documents, and having an online storefront means your sales team can quickly grab the latest approved collateral and other materials they might need to close a deal.

GIVING A DAM HAS NEVER MADE SO MUCH SENSE

Saving time and money while helping marketers create more and enabling your salespeople to sell more makes good sense. Marketers who want to continually amp up their efficiency and effectiveness should consider an online storefront from PIP for their DAM solution.