

mediavalet

The Essential Guide to Curing Content Chaos

*5 Steps to Take Control of
Your Digital Content*



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The top challenge for marketers in 2023 is generating leads and traffic. The great news is that you have more channels than ever to attract, engage and convert customers. The bad news is that it's a lot to manage.

81% of marketers are now using more than three channels to reach customers and 10% are using five.

As channels multiply, opportunities and expectations grow. From your owned websites and apps to third-party platforms – and from social media to the metaverse – demanding consumers are hungry for content on more channels.

Marketers need to create engaging, visual content – at an unprecedented scale – to capture consumer attention in an increasingly complex and competitive landscape.

But without the right systems in place, it's common to start drowning in digital assets like video, photos, and artwork. And this undermines efficiency, time to market, and team morale while eating away at your hard-won budget.

Unfortunately, this problem isn't going to solve itself. Every day, your digital assets are increasing, making content processes more chaotic. But take heart.

While it might seem like an intractable problem, there are simple steps you can take today to tame your content chaos – from centralizing your storage to making things more findable with metadata.

In this guide, we'll share actionable tips and strategies to manage your digital assets more effectively – whether you're looking to bring order to existing file structures or discover a dedicated software solution to manage your digital assets better.



Digital Asset Management 101

What are digital assets anyway?

Digital assets are the building blocks of your content and campaigns — the photo shoots, video footage, InDesign files, illustrations, audio, etc that you use to tell your brand's story.

They're called 'assets' because they represent value to your organization. You've invested money in commissioning or creating them — and you can use and reuse them to create ROI.

But only if you can find them...

Digital asset management unlocks higher efficiency, better brand consistency, and faster turnaround times. Because whether you're collaborating on creating something new — or want to reuse existing assets rather than start something from scratch — your team needs quick and easy access to all your files.



Make more time for what matters

Everything you produce creates and uses digital assets. And yet managing those assets is often an afterthought. We get it. In a busy deadline-driven department, it's a 'maybe next week' task that never makes it to the top of your teeming to-do list.

But managing your digital assets effectively saves more time than it takes – giving you more hours in the day for activities that actually move the needle for your brand.

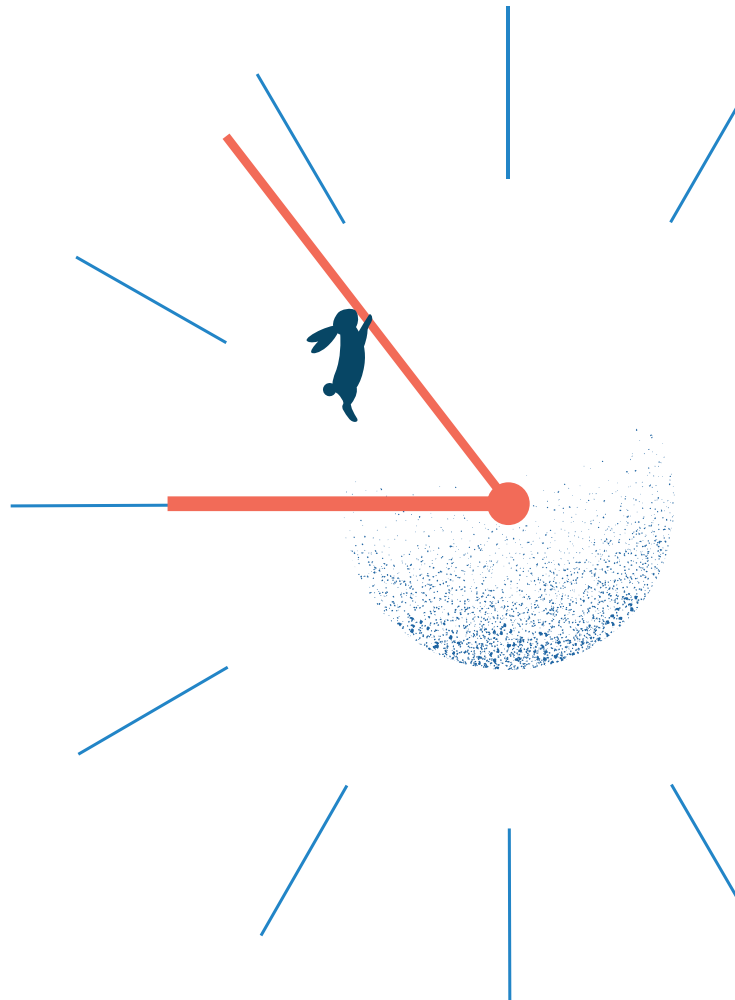
Think about how many digital assets you and your marketing team have. And how much time you waste trying to find the ones you need each day...

- Those plaintive calls trying to track down the video that got sent to a colleague – who saved it to their desktop and is now on annual leave.
- Raking through endless email trails to work out which artwork was approved and find the relevant attachment.
- Endlessly clicking into anonymous image files called 'IMG_001', 'IMG_002' searching for the one you want.
- Finally getting around to downloading files from an FTP site, only to find the link has expired.
- Or just giving up the search and recreating an asset from scratch – even though you KNOW it exists somewhere out there.



This isn't just exasperating and draining, it's also inefficient. Even if you only spend half an hour a day playing Hunt the Asset, that's 120 hours wasted annually per full-time employee. That's three weeks per FTE in your team each year. Imagine what else you could do with that time...

If this sounds familiar, don't despair. We've got five steps you can start taking today — to calm your content chaos, reclaim control of your digital assets, and seize a whole heap of business benefits.



STEP 1

Create a Single Source of Truth

Challenge

Your digital assets are stored haphazardly across shared drives and desktops. No one knows where to find the files they need — causing delays, frustration, and even the costly re-creation of lost assets.

Solution

Centralize all of your digital assets in a single location so everyone can access them — saving time, money and stress.



The first step is to clamp down on the chaos caused by ad hoc file storage — all those valuable digital assets strewn across folders, desktops, hard drives, and even email inboxes.

This is not an efficient or helpful way to manage files. No one knows where to find them or which is the right version. And copies multiply as people move them from email to desktop to shared folders, meaning even more clutter and confusion.

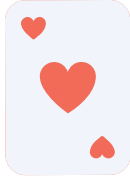
Having one centralized space to store all of your digital assets will create a 'single source of truth' for your digital assets — a place where everyone knows to save and find the files they need.

Ace the basics

A central folder, shared server, or file management solution will provide a single location to store all of your digital assets. You'll need to implement a logical structure and file naming convention to make this work — follow the tips in the rest of this guide to implement this effectively.

Aim for a cloud-based solution if your team works remotely or you collaborate with people outside your organization, for easy access from anywhere with an internet connection. But be mindful of cyber security.





Go pro with DAM

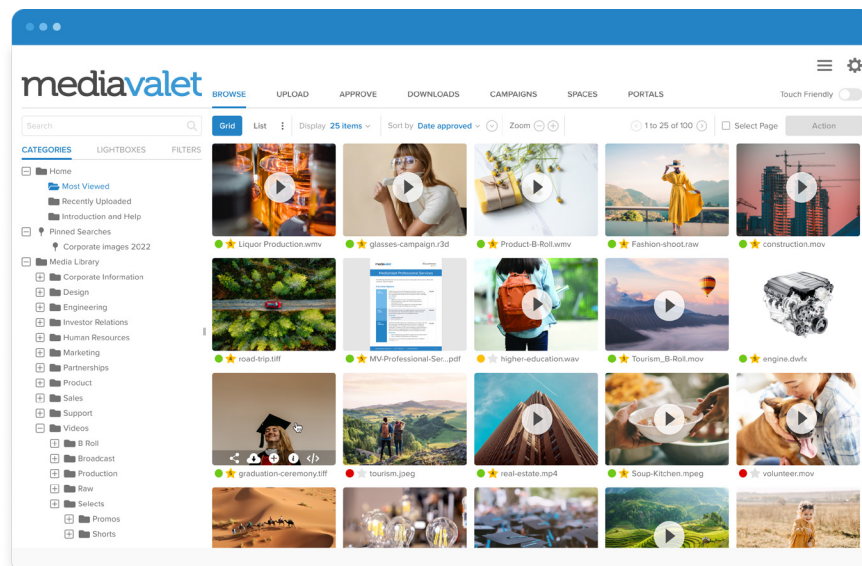
Take things to the next level with a dedicated digital asset management system, known as a DAM.

A DAM system also provides a single location to store all of your assets, but unlike a generic shared folder, a DAM is designed specifically for finding, sharing, and deploying high-resolution digital assets.

It offers a raft of features to make finding and using assets quicker, easier, and more intuitive.

- Enterprise-grade security
- Access, permission, usage rights, and version control
- Secure access to your assets from anywhere with an internet connection
- Visual previews so you can spot what you need at a glance
- Powerful search, filter and browse functionality to find assets fast
- Integrations for seamless creative workflows
- Enhanced discoverability thanks to the addition of meaningful metadata
- Easy online sharing and collaboration
- And lots more

Learn more as we go through this guide.

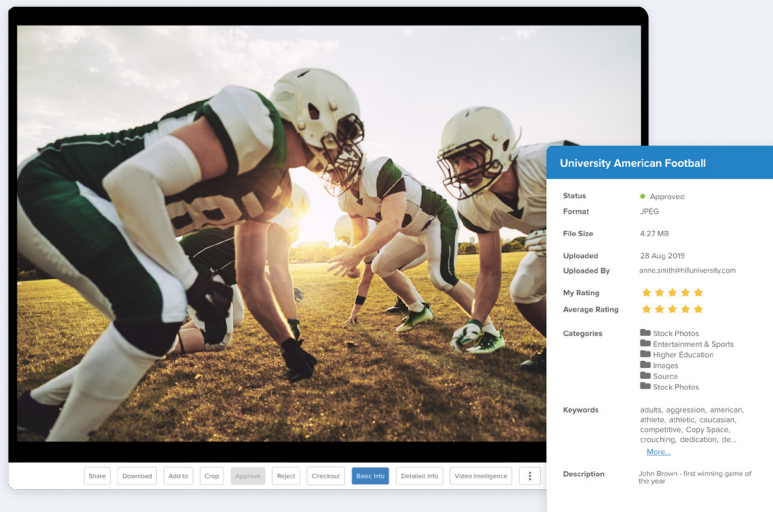


MEDIAVALET USERS LOVE...

Peace of Mind

MediaValet is built on Microsoft Azure to provide ultimate protection and security for your digital assets online. You can rest easy knowing your assets are always accessible to authorized users – but never vulnerable.

- **Encryption** – Your data is encrypted at all times to protect it from cyber criminals
- **Data recovery** – Our primary and secondary data centers keep six copies of your files
- **Compliance** – Compliant and/or certified with more than 90 regulatory standards



As you can imagine, as a massive organization, we have very strict procurement guidelines and security requirements for vendors. With clear requirements in hand, we were quickly able to reduce the list to a few vendors, one of them being MediaValet. The functionality is so intuitive that all of Experian's business units were able to start using it instantly.

James Carter, Global Brand Manager



STEP 2

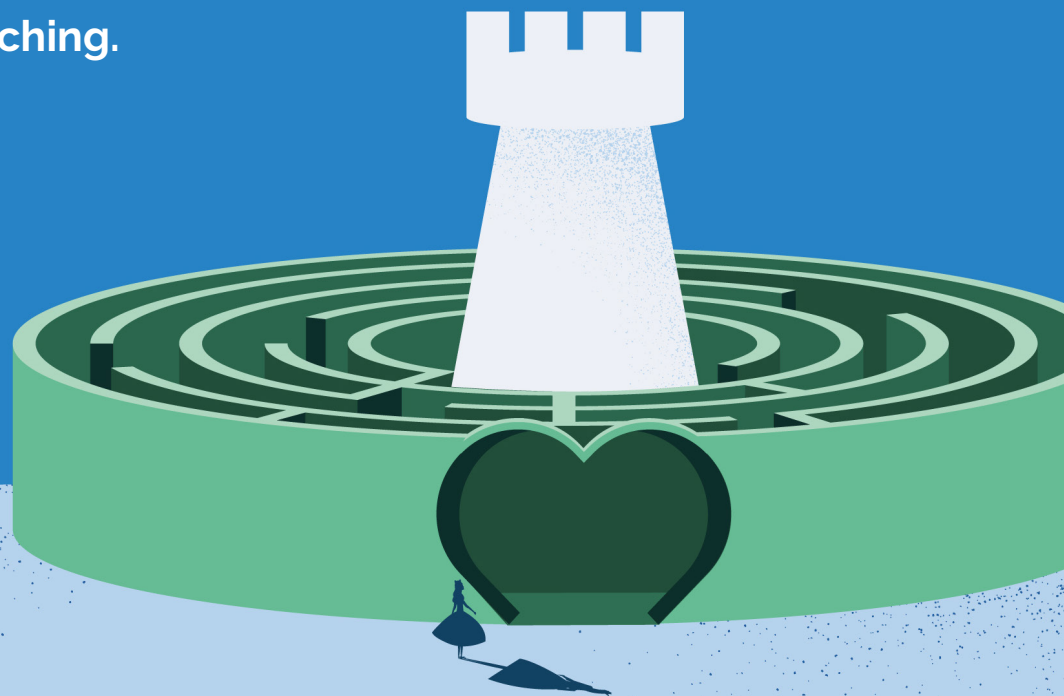
Make Finding Your Assets a Breeze

Challenge

Your digital assets are centralized but people still can't find what they need due to ambiguous file names and unclear folder structure.

Solution

Apply a consistent naming convention and folder structure to support faster browsing and searching.



Whether you already have a single centralized place to store files and digital assets, or you're planning to create one, you'll need consistent naming conventions and folder structures to make it intuitive to use.

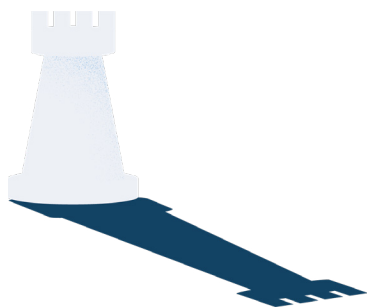
If people have free rein to create folders and name files according to their own logic, their approach might not make sense to other users. Make sure you have documented naming conventions for file types and folders, plus a documented folder structure. Otherwise, your single source of truth will quickly become un navigable.

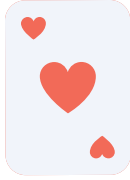
Ace the basics

Create and document a logical category/folder structure within your chosen shared solution. Consider a project-based folder system, or folders for specific asset types. Avoid a team-based structure, if possible, as this can create silos.

Apply a consistent naming convention to both folders and individual files to make the contents clear. For example 'spring_billboard_16x9_en-US_20210131'. Including a version number will help people find the most up-to-date file, while logical keywords in the file name will help searchability.

Depending on which solution you use, you may be able to also add searchable notes – for example, in Google Drive, you can add a document description. Consider using this space to add keywords.



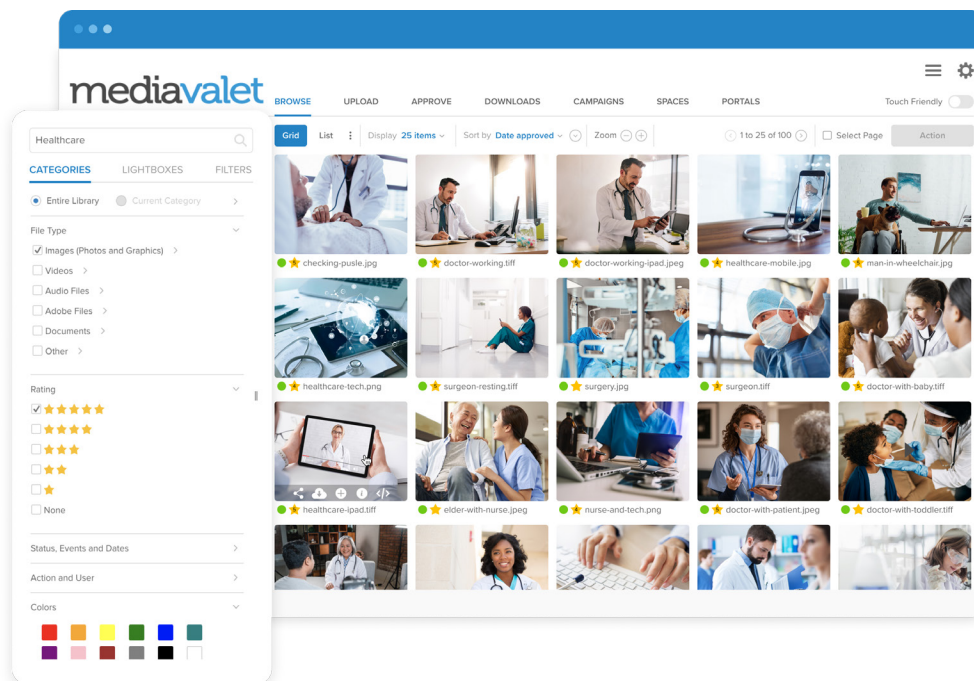


Go pro with DAM

Digital assets are infinitely more discoverable when using a dedicated DAM system. A DAM provides the ability to enhance your digital assets with searchable keywords and metadata – both manually and automatically using artificial intelligence (AI). While advanced filtering options, like upload date, location and star rating, let you drill down to exactly what you need, instead of scrolling through full folder contents.

A DAM is also easier to browse. There are crisp visual thumbnails for every file type, so you can preview the contents from folders and search results. DAM features ensure that even if your teammates don't know a file name or location – or even have a specific asset in mind – they can still find what they need in a few clicks (see box below).

This all accelerates your content creation processes and makes your teams happier and more productive.



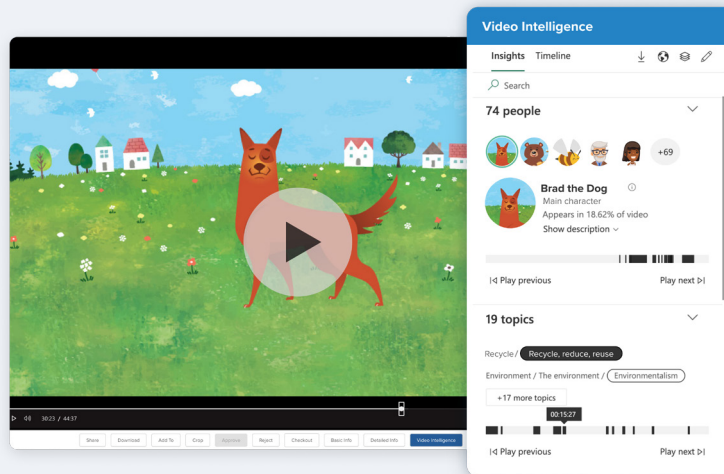
MEDIAVALET USERS LOVE...

AI Assistance

MediaValet has built-in AI capabilities to automatically tag your digital assets. This means you can make files incredibly easy to search and surface, without the need for manual intervention.

- **Object recognition** – enhances assets with relevant tags based on contents
- **Colour detection** – allows you to search for assets with certain colors
- **Text recognition** – turns text in images and PDFs into searchable metadata

And if you're one of the 29% of marketers looking to add video to your channel mix this year, you'll love MediaValet's Audio/Video Intelligence add-on. It generates searchable transcripts and identifies people, topics, scenes, and more in your footage. This makes it so much easier to reuse and repurpose footage from lengthy videos, as people don't just find the file they need, they find the exact snippet within long-form footage.



We're just at the beginning of exploring the power of Video Intelligence. The great thing about having partners like MediaValet and Microsoft, is that it's only going to get better, and you don't have to do anything. You just get the fruits of the labor of the improvements they make to the platform and AI engine over time.

Chris Arnold, COO



STEP 3

Bring Clarity to Asset Usage Rights

Challenge

Lack of transparency around usage rights leaves colleagues wondering which assets they're permitted to use — and increases legal exposure.

Solution

Implement systems to manage access and make usage rights explicit — so people can use assets with clarity and confidence.



With so many people working on so many assets, it can be hard to know which you're permitted to use. Brand assets might be embargoed until a specific date, case studies might only be valid for use for a limited time, and images may be approved for editorial but not commercial use.

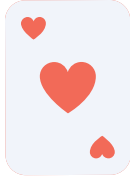
Even with centralized access to assets, using them can be a minefield. When using them incorrectly can risk damaged relationships and even legal action, how can you bring clarity to usage rights?

Ace the basics

We're not going to sugarcoat this one. Usage rights are hard to manage without a DAM in place. You can implement manual systems and processes but they'll be more time-consuming than if you use a solution with built-in rights tracking.

A potential workaround is using spreadsheets to record usage rights for different assets and make it mandatory to reference this before using them. Or including content usage forms with sets of assets, for people to check before use. For embargoed assets, a separate folder to keep them private until the embargo is lifted — ideally password protected — can also help protect against unapproved use.





Go pro with DAM

A DAM system has significant advantages here over other storage systems. Firstly, you can specify the usage rights for digital assets within their metadata. This means that every single asset contains information about how and when it can be used, right there at the point of use. No need to cross-reference or click into other documents to verify usage rights.

Secondly, every user of your DAM will see only what they're permitted to. You can make some assets only visible to certain user groups – and keep embargoed assets automatically hidden until they become live. This ensures that – whether you have 50 or 5,000 users – each one can only see the assets that they're supposed to.

The screenshot displays a DAM system interface. At the top, there is a navigation menu with options: BROWSE, UPLOAD, APPROVE, DOWNLOADS, CAMPAIGNS, SPACES, PORTALS, and REPORTS. Below the menu is a grid of digital assets, including images and videos of buildings. A modal window titled "Add New Users" is overlaid on the grid. The modal contains the following fields and options:

- Required Fields:**
 - First Name:
 - Last Name:
 - Username:
 - Email Address:
 - Password:
 - Repeat Password:
- Title / Position:**
- Department:**
- Cell Number:**
- Organization:** Acme Company
- User Group:**
 - Select
 - Administrators
 - Approver
 - Contributor
 - Guest
 - Library Administrator
 - Member
 - User Administrator
- Expiry Date:**
- Administrator Notes:**

At the bottom of the modal, there are "Cancel" and "Add" buttons.

MEDIAVALET USERS LOVE...

Complete Control

With an enterprise subscription to MediaValet, you can create unlimited customized user groups and add unlimited users. This means your whole organization can access the assets they're permitted to use – but none of the assets they aren't.

Your enterprise can store and share digital assets, safe in the knowledge that they're protected from misuse – and users can quickly verify usage rights and deploy assets with complete confidence.

Name	Description
Administrators	Full control of MediaValet account
Approver	Download, Share and Approve submitted assets
Contributor	View, download renditions and submit assets
Guest	View only. No download capability
Library Administrator	Full control of Asset Library (not users)
Member	View and download renditions only
User Administrator	Full control of User Account (not library)



MediaValet was the best fit for us, as it would allow us to scale in the most efficient way. When I say this, I mean it not only in terms of cost, but also the ability to scale across campuses, locations, user groups and access levels without having to completely reinvent the DAM. It could stretch to other use cases incredibly easily.

Anthony Petre, Brand & Marketing Services Manager



STEP 4

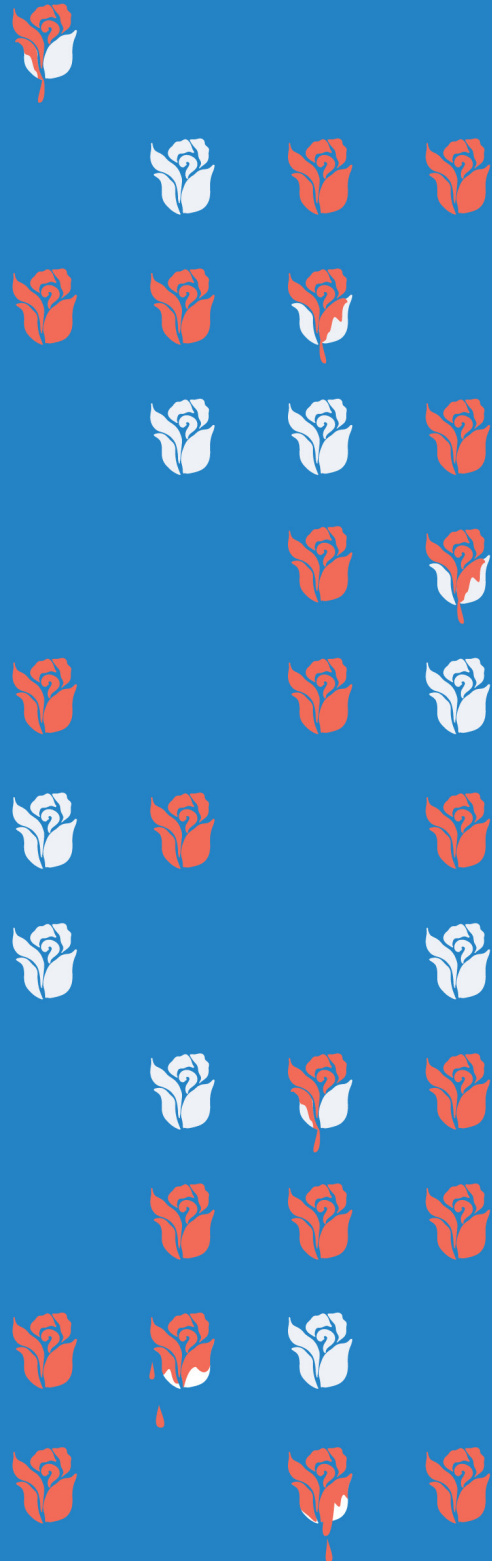
Commit to Keeping Assets Up to Date

Challenge

As your digital asset library grows it's getting harder to ensure only current assets are accessible.

Solution

Implement a regular schedule of reviewing and archiving assets, to keep your library up-to-date and easy to use.



Digital asset management isn't a one-and-done exercise. As you create more content, you'll commission new photoshoots, capture more video, design more marketing collateral. Older assets will be superseded by newer versions. Evergreen assets will need reviewing and updating.

You'll need a process to keep on top of this, otherwise, your files will multiply and people won't know which ones to use. This creates confusion, delay, and the risk of using the wrong assets — the opposite of what you're trying to achieve! Luckily, it's an easy fix with a bit of organization.

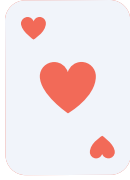
Ace the basics

If you're using a shared folder system to manage your digital assets, establish a process for reviewing, updating, and archiving your content.

One approach is to schedule a quarterly sprint where the owner/originator of each set of assets completes an audit and either retains, updates, or archives them. For example, updating brochure artwork with new prices or products. Anything deemed no longer needed should be archived.

Make sure the criteria for this activity are understood. You don't want to archive older assets that are still heavily used. But, equally, you don't want to hang on to assets that have been superseded. If you do archive or replace assets, communicate this to colleagues in case they are using them in current



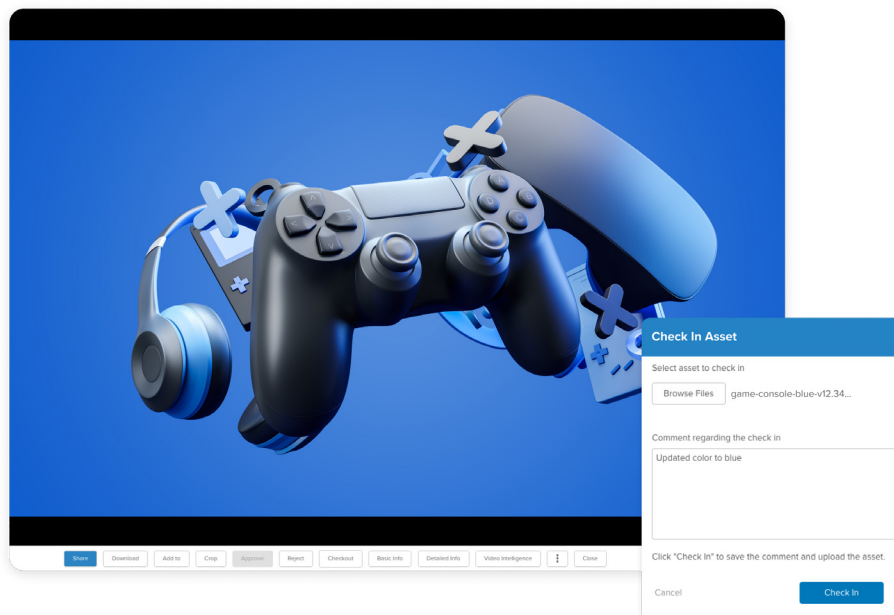


Go pro with DAM

Storing your digital assets in a DAM makes updating or retiring assets significantly easier. You can set expiration dates on assets and receive automatic notifications when they're ready for review. You can also use asset usage data to understand whether they're still in demand or ready to retire.

If you need to update your assets, you don't have to go to the trouble of deleting them and uploading new ones. Simply check out your existing asset, make the required changes, and check it back in. This maintains a complete version history of the asset, even allowing you to revert back to older versions if needed.

Overall, storing your digital assets in a DAM means it is quicker and simpler to keep your library up-to-date, eliminating any confusion or chaos caused by outdated assets.

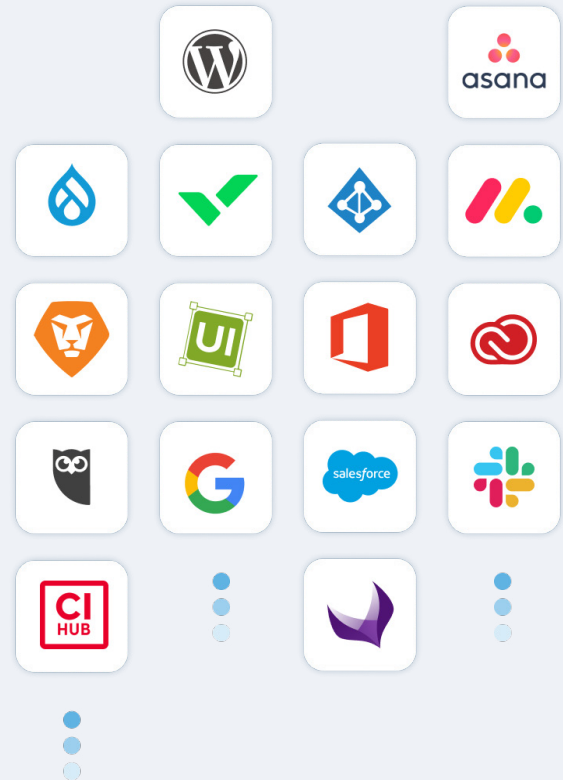


MEDIAVALET USERS LOVE...

Effortless Integrations

MediaValet connects seamlessly with Adobe Creative Cloud, Figma and Sketch, allowing designers to search, surface, access, and update assets without ever leaving their favorite design platforms. This keeps your designers in the zone – working faster and smarter – with fewer interruptions, iterations, and irritations.

It isn't just design software you can integrate with MediaValet. Integrate your DAM system with your other productivity tools – like Wrike or Monday.com – to manage entire projects in a single seamless workflow.



Being able to publish completed assets directly to MediaValet from within Wrike has allowed us to save time and share approved assets efficiently. Without this process, requests would come from emails and other messaging systems, and rarely have all the necessary information for beginning or completing creative work in a timely manner. We haven't been able to put a dollar amount on it, but implementing MediaValet and Wrike together has most certainly saved us time and money.

Lori Meyers, DAM & Project Manager



STEP 5

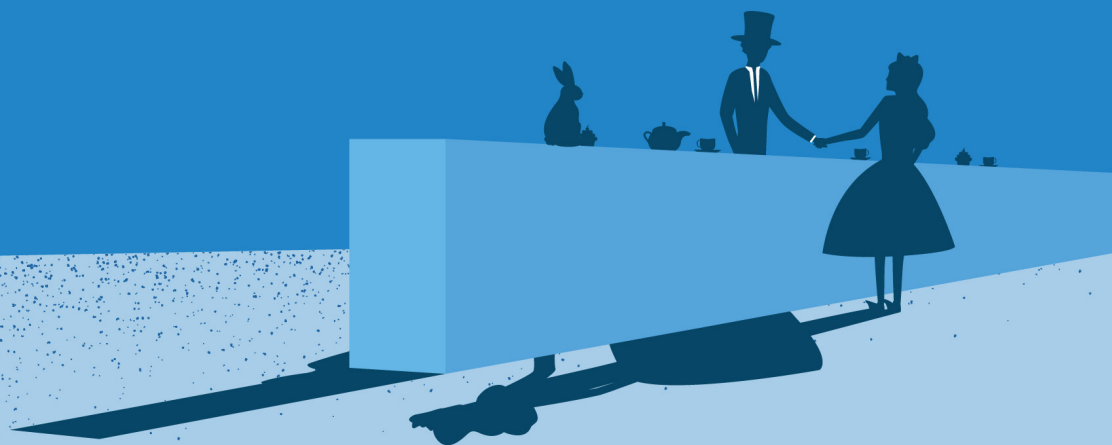
Simplify Sharing and Collaboration

Challenge

You collaborate with a talented team of internal and external contributors — but sharing files is unnecessarily challenging.

Solution

Lean into platforms that support effortless sharing and collaboration — from sets of images to large-scale video.



Sharing large, complex file types can be a pain. Email attachment limitations, bouncebacks, corrupted files, expired FTP links and invalid validation codes — these are challenges experienced daily by even the most tech-savvy marketing teams. What should be a simple process can become a teeth-clenching time-sink.

As you commit to consistent content creation, sharing high-resolution files will become a daily occurrence — with both internal and external collaborators. You need a secure, seamless, stress-free way to do this — or risk frustration and delays undermining your production workflow.

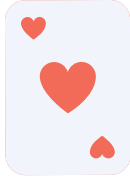
Ace the basics

There are methods for sharing files online that can avoid frustrations like bouncebacks and attachment size limits. For example, file management solutions let you provide specific users with access to shared folders online, while a CMS allows you share direct links to assets for download.

While these aren't perfect — validation codes can go to spam, branding options are limited — they're still better than past methods. There's no longer any need to find a digital asset, download it, attach it to an email or upload it to an FTP site, send it, check the receiver got it, etc. Recipients can easily access files from the original source.

Make sure you flag this functionality — and its benefits — to your colleagues so they know the different sharing options available. Otherwise, the less-than-ideal default of emailing files might persist.



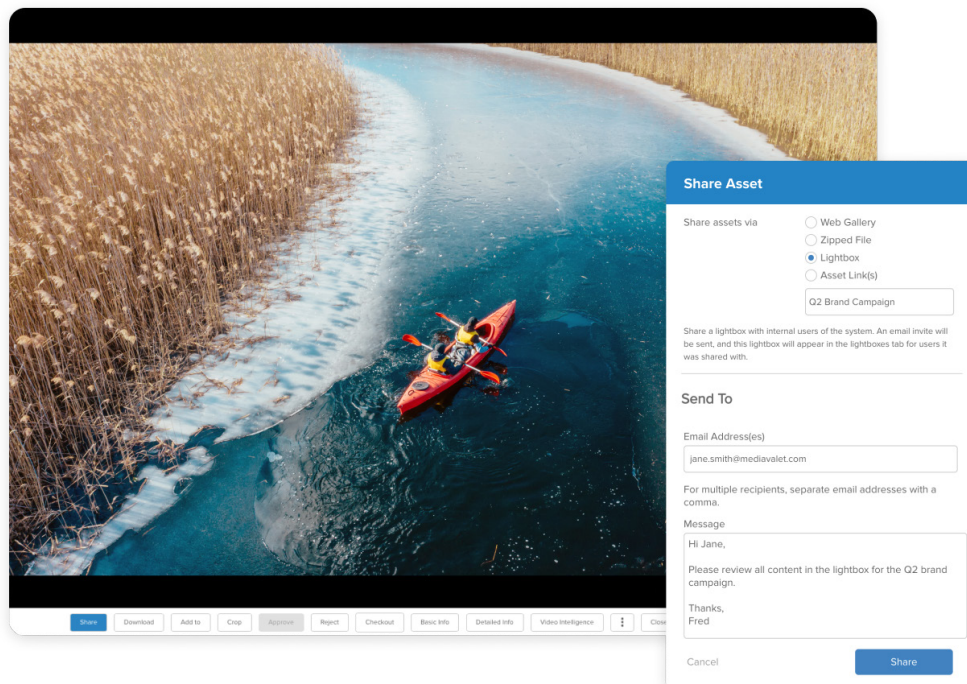


Go pro with DAM

Sharing files becomes significantly more streamlined with a dedicated DAM system. You'll find a variety of different sharing options to suit your needs, so you can share a single asset or entire collection without constraints, and without leaving the platform.

For example, asset links provide the recipient with one-click access to the file you've shared, while online web galleries let you share multiple assets for a recipient to view and interact with online.

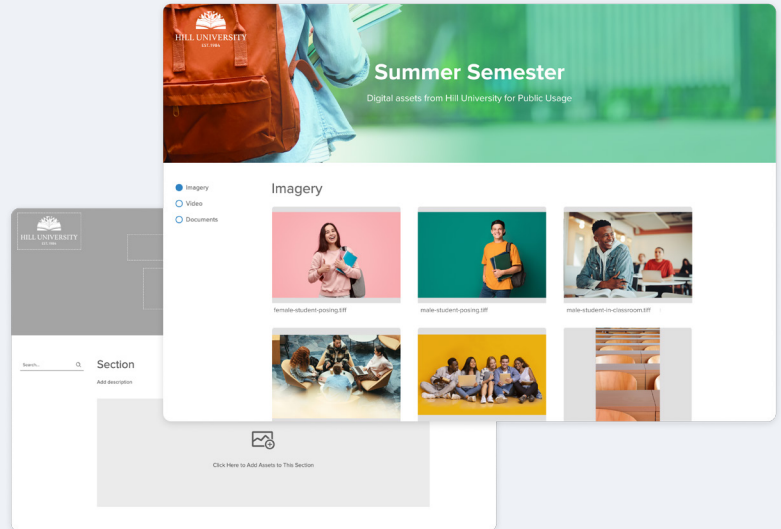
Whether you're sending a final ad to your CEO for sign-off — or sharing a folder of marketing materials with your whole sales team — it's quicker and easier for you and your recipients with a DAM.



MEDIAVALET USERS LOVE...

Branded Portals

MediaValet's Branded Portals take sharing and collaboration to the next level – letting you showcase collections of digital assets via an organized, branded microsite. Securely share them with internal or external users via a customizable URL.



- Curate and share assets instantly for product launches, campaigns, brand guidelines and more
- Publicly share your portals – or protect them with passwords for restricted access
- Complete control and security when sharing, while staying perfectly on brand



We love using [Branded Portals](#) because they give us a lot of control – we can turn them off, change the contents or URL, password protect them or restrict downloads. We're experimenting with different ways to use them. For example, we recently pitched our research in Gombe to a video streaming service. The PDF we used was really data heavy and included a lot of video content, so we used Branded Portals to deliver the pitch in an easy and seamless way.

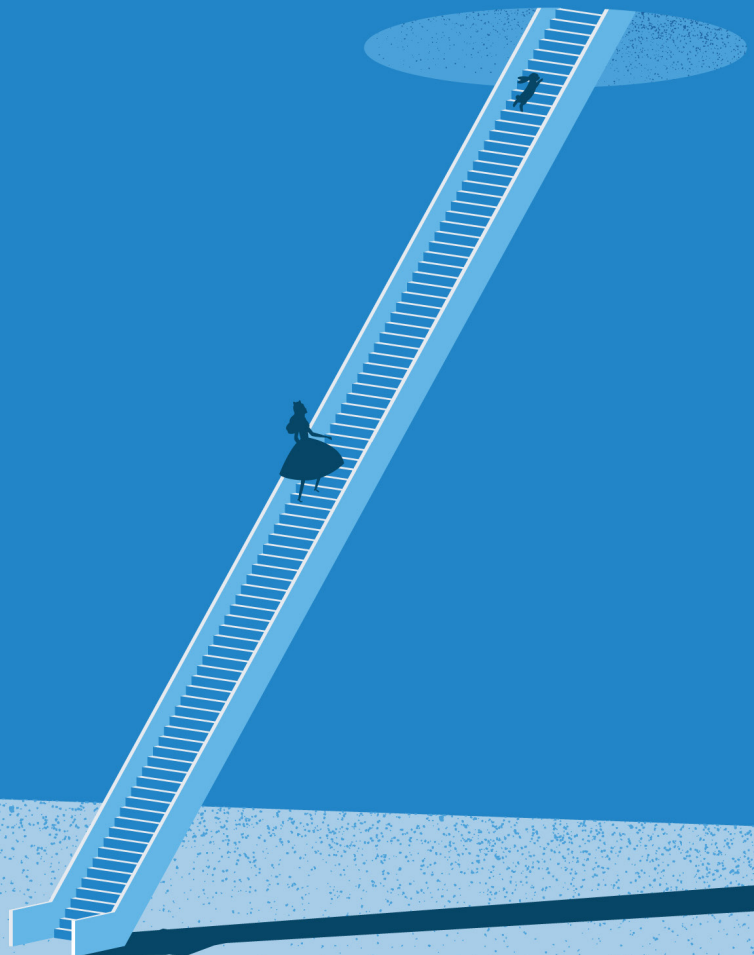
Shawn Sweeney, Associate VP of Communications & Policy



Reclaim control of your content with DAM

Digital assets are the cornerstone of every campaign, channel, and customer experience. Faster access to brand assets translate into competitive advantage; and bottom line benefits through

- Faster content creation
- Higher productivity
- Quicker time to market
- More time for creativity
- Reduced legal risk
- Asset reuse and ROI



A digital asset management system does a lot more than just centralize your assets. When connected to your software ecosystem, it accelerates your workflows and makes processes sustainable and scalable.

Here are three final tips to help you on your DAM discovery journey.

1 **Connect with your workflows**
Integrate your DAM with other productivity tools to save time through friction-free workflows and automation. Examples include connecting your DAM, PIM and design tools to automate catalog creation.

2 **Set yourself up to scale**
Find a solution that can scale with you, to avoid the disruption of replacing your DAM as you grow. Choose a platform that can manage millions of assets with ease to futureproof your content processes.

3 **Find a partner, not a seller**
Partner with a DAM vendor that's as committed to your success as you are. Work together to assess how DAM can deliver your strategic goals – then implement the perfect solution for your unique needs.

Your digital asset library is going to increase and – without proper management – this will only compound confusion and costs. If you're drowning in digital assets – and your productivity, creativity and sanity are suffering as a result – the time to act is now.

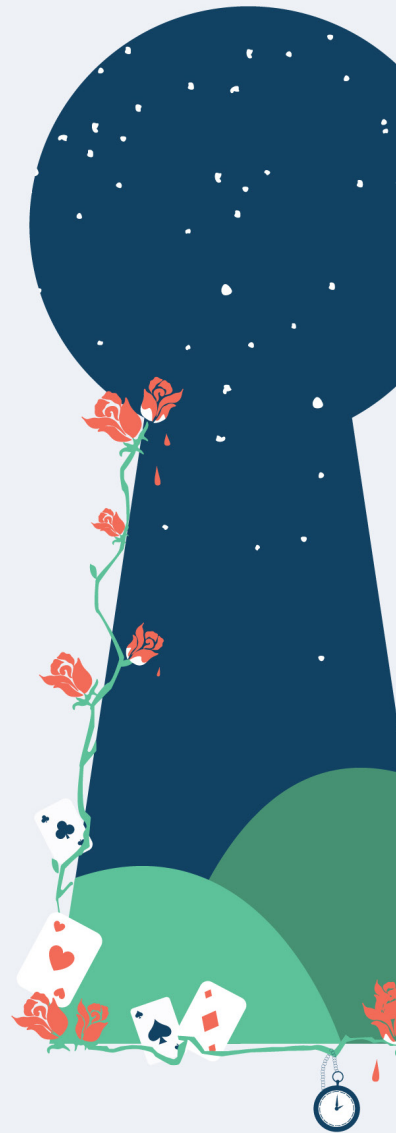


About Us

Built exclusively on Microsoft Azure and available in 140 countries, MediaValet helps small, medium and enterprise organizations handle big digital asset management (DAM) challenges.

With unlimited admins, users, support and training, teams can confidently aggregate, manage, collaborate on, and distribute their marketing, sales and other corporate assets both internally and externally.

MediaValet proudly helps well-known brands, including Experian, Fred Rogers Productions, the Jane Goodall Institute, Razer, Hard Rock Hotels and A&W Canada, better manage their digital assets.



Ready to see MediaValet in action?

Book a demo today with our DAM experts to discuss your unique use case.

[Book a Demo](#)