



FAST, EFFICIENT, AND REVENUE-GENERATING?

Why more brands are saying *YES* to Digital Asset Management tools.

Consumer demand for an integrated marketing experience is creating a significant shift from how brands have traditionally reached customers. A multichannel sales approach uses online and offline marketing communications channels to target and engage with customers. Brands now need to create the right media assets for every moment to generate a seamless experience across multiple channels. Due to the increased number of digital assets required, they will also need to invest in methods for organizing, storing, and retrieving media files.

For years, marketers and designers have been storing imagery and files individually and by using company based intranet tools to share data. Using traditional communication methods like email can create issues around versioning, workflow, and approval. When working with external resources, companies struggle to find ways to maintain assets and brand consistency. New marketing styles and content-based campaigns create a demand for a central content hub and an archive for old and new assets.

Luckily, software companies are already way ahead of the omnichannel marketing boom. Digital asset management (DAM) systems offer an effective solution for companies to store, organize, find, retrieve, and share digital content. DAM also enables effective content management that is easy-to-use, for employees, clients, and contractors, from anywhere at any time.

Although it sounds like a no-brainer, most marketers and designers are often too busy to source the best tools to help their business run more efficiently. Many companies don't realize that DAM solutions can decrease effort and service costs, while increasing productivity, time to market, and ultimately revenue. Arguably, DAM solutions help companies get more value from creative assets and become more agile in creating campaigns, all while maintaining brand integrity and consistency.

How, then, do DAM solutions bring the demonstration directly to brands without even making an appointment? It's easier than you think.

Each year, nearly 3,000 designers, marketers, and other creative professionals attend HOW Design Live. They are looking for products and services like DAM that help them solve design and marketing challenges and develop their skills. 90% of attendees directly purchase or recommend the purchase of design products and services found in the HOW Design Live Exhibit Hall.

People ultimately buy from companies and brands they trust, and in today's marketplace, that trust is more important than ever. It's nearly impossible to build trust through an email or from a website. Many attendees have said that positive or meaningful interactions they've had in our exhibit hall shaped their purchasing decisions. For over 30 years, HOW Design Live has helped facilitate those meaningful interactions, and we're here to help your company do the same.



WANT TO KNOW MORE?

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