GETTING STARTED GUIDE

Start your creative journey: A step-by-step guide to implementing Acrobat Studio.

Adobe Acrobat Studio



Unblocking content creation across your organization.

Businesses of all sizes are feeling the pressure to create more content for more outlets across more teams and functions. And having to always rely on design or agency resources can be costly and create delays, leading to frustration or, worse, teams deciding to self-serve and end up producing off-brand content.

But there's a solution. As part of Adobe Acrobat Studio, Adobe Express is the all-in-one app that makes content creation accessible to anyone, in any role. Powered by commercially safe AI and designed with built-in guardrails in the form of approved brand kits and locked templates, anyone in your organization can turn company knowledge into verified insight and governed, on-brand content, at the scale and speed business demands.

Getting started is easier than you think.

It may seem daunting to consider equipping numerous teams to use a new tool, and that's why we've created this guide — to demystify the process and suggest a few logical steps to get your teams up to speed and creating on their own.

The results are real. Businesses are not only meeting content demands, but they're reducing the risk of putting off-brand content out into the world and benefiting by freeing up designers or agencies to work on more strategic tasks.

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I was surprised by how easy Adobe Express is to use and how much more robust it feels compared to other tools. Between the templates and ease of use, we have more opportunity to create our own content.

Jim Saulsbury
Program Manager
ABB

Laying the groundwork.

Step 1: Define your use cases.

While the possibilities for self-serve creation are virtually limitless in most businesses, there are a few obvious areas where self-serve makes an immediate — and measurable — impact. These are common examples, but consulting with leaders of your key business units to define what might make the most difference will help you prioritize how you roll out your implementation.

- **Marketing:** Produce timely social posts, campaign assets, presentations, event materials, reports, and recaps and easily localize or translate whatever you create.
- **Marketing technology**: Create email templates for sales, training drips, event notices, and special offers.
- **Sales:** Make personalized sales decks, proposals, product summaries, follow-up emails, and quick demo or explainer videos.

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“Our teams aren’t looking for complex creative projects — they just need to quickly produce high-quality, on-brand assets for their digital campaigns and events. By removing the friction of traditional creative workflows and simplifying content creation, we’ve given them the power to launch initiatives faster and with more impact.

Brian Jones
Brand Manager
Red Hat



Assembling your team.

Step 2: Identify the key players.

Assembling a small, cross-functional group of leads will help ensure that all the necessary implementation factors are identified and covered in the setup phase.

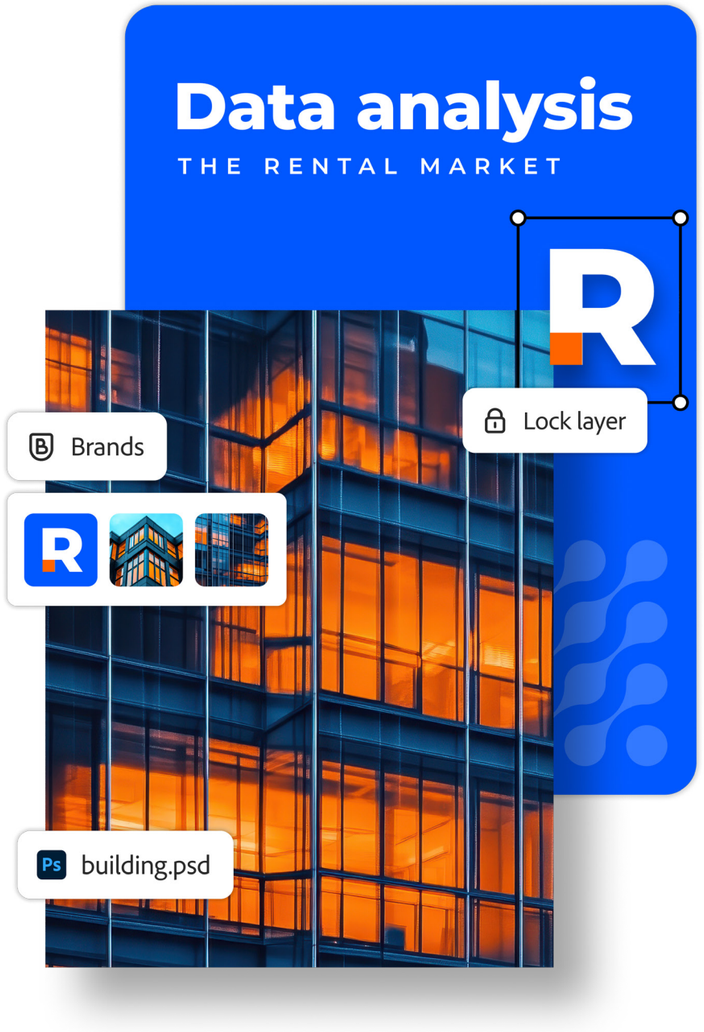
- **IT and admin:** Oversee access, identity, licensing, and integrations.
- **Marketing and brand:** Provide information and messaging to define the templates needed for the highest-demand collateral and give creative teams guidance to create asset libraries and build approved brand kits.
- **Marketing technology**: Distribute strategies and insights for lifecycle marketing to define template needs for ongoing campaigns.
- **Sales enablement:** Identify must-have collateral and use-case modifications.
- **Creative lead:** Work with other leads to quantify the scope of work for providing necessary brand kits, templates, and asset libraries for the diverse teams.

Creating the framework.

Step 3: Establish your brand guardrails.

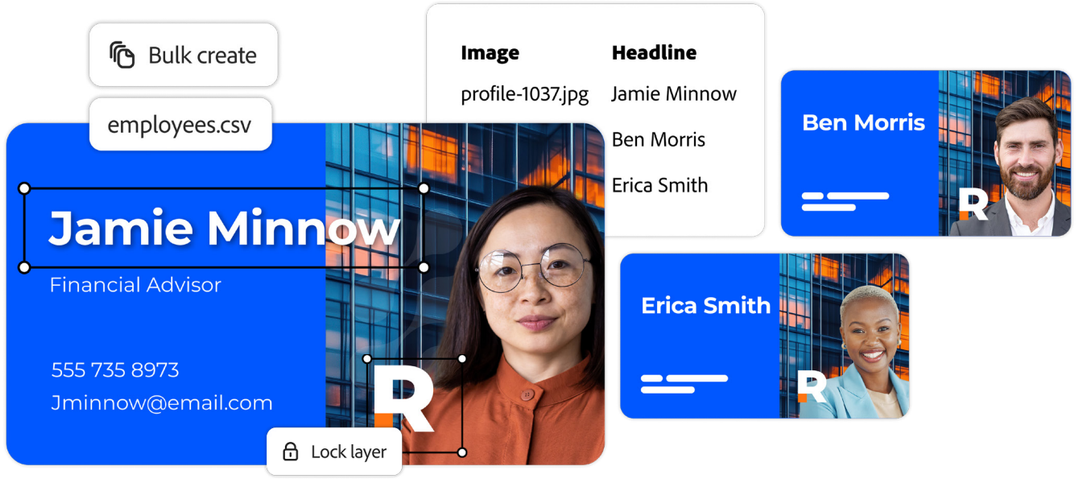
Once your core team is in place and the pre-onboarding work has been scoped, you can begin building your primary templates. Organizing libraries for the various business units will be critical for speed and ease of use, and implementing clear guardrails will ensure brand adherence across every piece of content that's created. Well-built templates also prevent "blank-page syndrome" and boost confidence for anyone new to creating designed content:

- Upload logos, brand color palettes, and fonts
- Define rules for image requirements and sizing
- Create concise and easy-to-follow brand guidelines that every team across your organization can refer to
- Set up review and approval workflows



Suggested starters:

- Templates for organic and paid social media
- Event assets for invitations, signage, banners, and flyers
- Sales deck slides, proposal docs, and follow-up templates
- Templates for frequently used lifecycle emails
- Video templates with intros and outros for meetings, presentations, and demos



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"Before, if a digital producer needed a change to a graphic, it had to come back to design for edits. That created a stopgap in the workflow. Now, with Adobe Express, it's quick. We're talking minutes, not hours.

Siena Esposito
Creative Director of Design
NewsNation



Beginning the launch sequence.

Step 4: Set up integrations and workflow connections.

Acrobat Studio functions as an all-in-one platform, and within it Adobe Express can be used as a standalone application, but that doesn't mean it has to be. IT pros will appreciate how easily Adobe Express integrates with Creative Cloud and Adobe Firefly applications as well as with many of the Adobe business applications and third-party digital asset management tools such as Google Drive, SharePoint, and Bynder.

Integrations like these give you more flexibility and control:

- Adobe Experience Manager Assets to ensure that all branded assets are current
- Creative Cloud Libraries let you share graphics, illustrations, videos, and more
- Workfront to smoothly take your teams through the entire project lifecycle and manage reviews and approvals
- Single sign-on for simple and secure team access
- Admin Console to manage permissions and distribution

Field testing your process.

Step 5: Create a pilot program.

It makes sense to enlist a group of test pilots to help you troubleshoot your processes before expanding to more teams. Marketing teams typically create a wide variety of content across their various subdisciplines, and will experience an immediate impact from self-serving.

- Test templates, brand kits, and editing workflows for ease of access and use.
- Identify missing assets and optimize your library organization based on the most frequently used assets or templates.
- Evaluate your approach to training to see how much (or how little) new users seem to need and establish a list of FAQs.
- Identify what's working best and how it can be further optimized.
- Review outcomes and try to quantify time (or money) saved to use as a proof of concept for the larger organization.
- Choose ambassadors who can share their success stories and help encourage adoption.



Implementing company-wide.

Step 6: Training, onboarding, and adoption.

You've finally arrived at the moment you've been building toward — the rollout. Although using Acrobat Studio is intuitive, you'll still want to create clear, effective training materials to share.

They should cover the how-tos of:

- Finding and using templates and assets like logos, fonts, and images
- Identifying locked and unlocked areas and customizing content within the guardrails of the template
- Resizing and repurposing content for various channels
- Editing and exporting simple videos
- Effectively creating prompts for generative AI features
- Collaborating and sharing



Other helpful onboarding and adoption practices include:

- Creating a series of reminder announcements about Acrobat Studio availability and circulating quick-start guides
- Asking managers to encourage usage among their teams
- Adding Acrobat Studio and Adobe Express as part of the onboarding flows for new hires
- Scheduling follow-up sessions or office hours (or creating a company Slack channel) where people who want to improve their skills can call on peers for help
- Sharing success stories and how-tos in company newsletters



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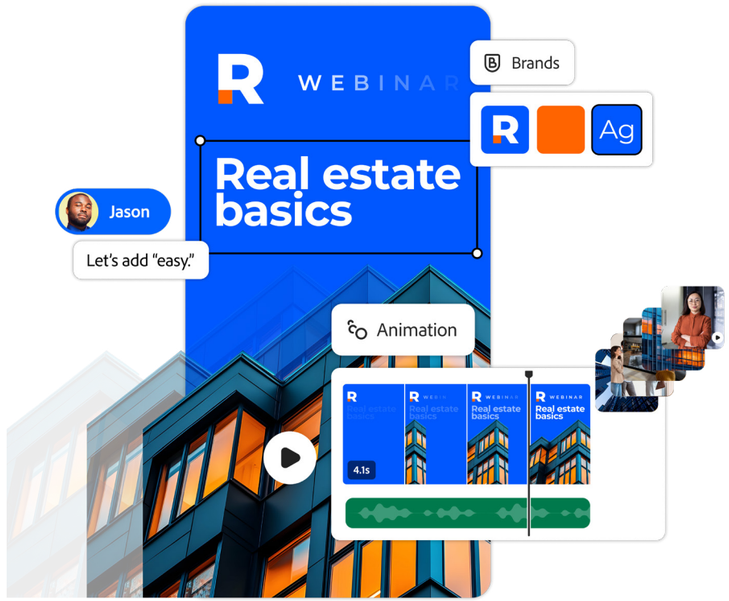
"Departments have been able to master Adobe Express, even after having struggled with complicated video-editing software. Employees who once thought professional video production was beyond their skill level are now eager to give it another try, thanks to Adobe Express.

Shigeki Sato
Information Systems Department
Seibu Railway

Guiding teams on when to engage experts.



Step 7: Establishing best practices.

When to self-serve — or not to — is a good question to prepare for. Once your business is fully enabled, you'll be surprised by how much can be done without interrupting the higher-value work the designers are engaged in. That said, there are times when it's important to understand when to call on the design experts so they can step in before others spin their wheels unnecessarily on tasks that should be left to the pros.

DIY

- Making small edits or variations
- Repurposing or resizing for multiple uses
- Translating or localizing
- Creating sales, marketing, or operational communications
- Personalizing existing content like emails and follow-ups

Ask for help

- Designing new creative concepts
- Creating complex motion graphics
- Updating and refreshing brand assets
- Producing large-scale, public-facing presentations for executives

Reaping the rewards.

Step 8: Measure your results and build on your success.

By this time, you should be able to measure how much time you're saving and what that translates to in terms of cost. Evidence from customers who have successfully integrated Adobe Express into their businesses indicates that tasks that used to take days can now take as little as hours.

Some of the results they report:

- Saving time on content creation
- Reducing agency spending
- Increasing output for enabled teams
- Improving brand consistency
- Accelerating execution times for campaigns or sales cycles

While those are measurable benefits, there are others that may be less measurable but also significant. Design and creative teams can spend more time working on future ideas and campaigns rather than doing repetitive work. For teams that leverage design support, enabling those non-creative teams to create on-brand content gives them a greater sense of independence, along with new and valuable skills.

"By training and enabling 400 marketers with Adobe Express technology, we empower more teams to create and deliver content efficiently, scaling asset creation across our global organization. This transformation helps Red Hat marketing teams to be more agile and meet growing demands more effectively.

Monty Hood
Senior Business Analyst, Marketing Operations
Red Hat

Getting started doesn't have to mean a massive overhaul. Every step forward unlocks faster workflows, greater independence, and more consistent on-brand content across your organization. Whether you begin by defining a single use case, launching a small pilot, or exploring templates and brand kits, the impact builds quickly. Take the next step and start empowering your teams to create with confidence.

Start in Acrobat Studio

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The ability to scale without burning out our team has changed everything. We can be strategic again.

Zubair Khatry
Creative Studio Lead
Virgin Australia