



**Adobe Workfront**



WORK MANAGEMENT FOR MARKETERS

# Asset management.



## Overview.

Through our experience with the best brands in the world, we've found that the most successful organizations—and the most successful marketing leaders—treat work like a tier one asset. They understand that work impacts every aspect of the organization and is a primary driver of the digital experience. To help marketing leaders manage this critical work, we've identified seven distinct stages in the marketing work lifecycle and what work needs to happen in each stage. The more efficiently marketers can navigate the work in these stages, the more effective they can be overall.

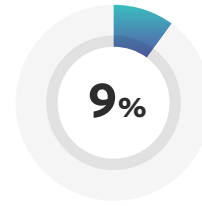
In this guide, we explore the fifth stage of marketing work: *Store and Share*, providing you with insights into how you can get the most value from your assets. If you'd like to learn more about the other stages of the marketing work lifecycle or the benefits of managing work as a tier one asset, you can read our full guide, [\*The Complete Guide to Work Management for Marketers\*](#).

# Get the most value from your assets.

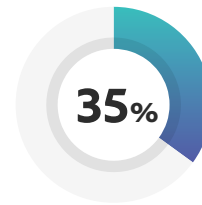
Marketing teams have an enormous amount of digital content to manage. According to research published in *Communicate Magazine*, organizations continue to experience an almost 10 percent growth per year in content creation. If you're only creating 10 to 12 assets a year, this may not seem like much, but if you're creating hundreds or thousands of assets a year, a 10 percent increase can be incredibly hard to manage. Not surprisingly, many companies are struggling to keep track of these assets.

To manage assets in a way that lets your teams quickly find, revise, and reuse them, you need a work management application that can:

- Integrate with your content/asset management system
- Assign and capture metadata for each asset
- Provide total visibility into all assets for easy search, access, and sharing of assets

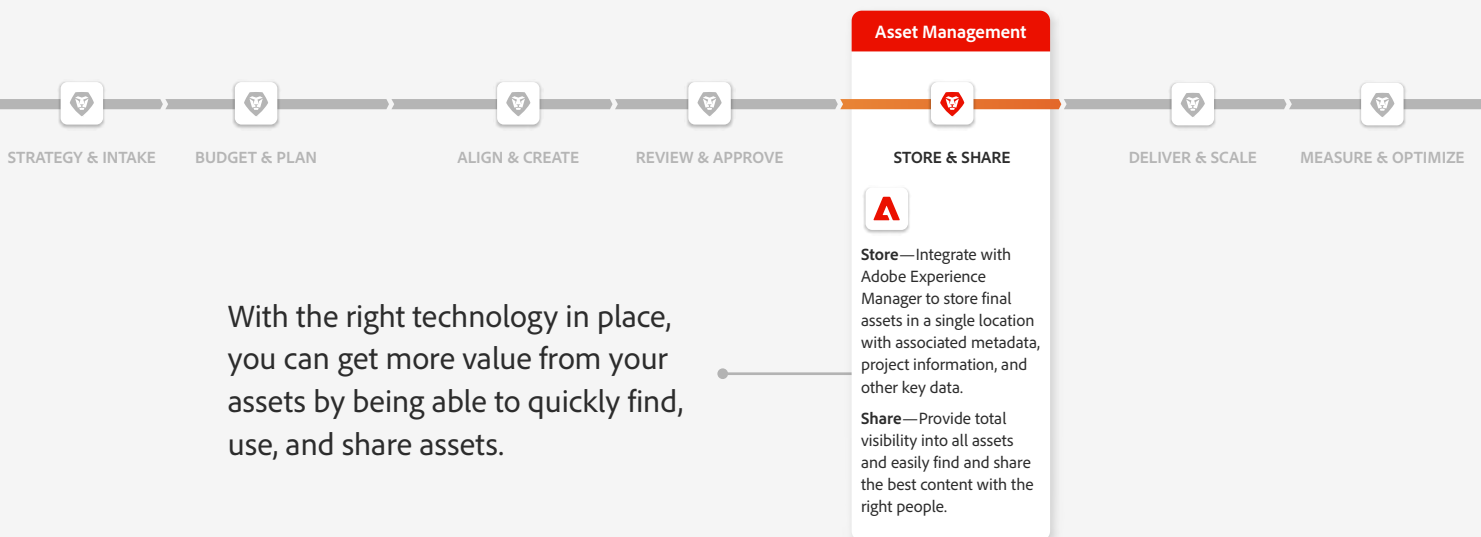


9% growth in content creation year-over-year



35% of annual marketing spend is on content creation

Source: *Communicate Magazine*



With the right technology in place, you can get more value from your assets by being able to quickly find, use, and share assets.

## **Integrate your digital content and digital asset management systems.**

Marketing teams often keep assets in server-based folder systems with limited metadata, which makes browsing frustrating, slow, and ineffective. Duplication and multiple disconnected systems only add to the problem. There's no single source of truth as to the most current version of assets, style guides, and branding. There's also no centralized record showing where an asset has been used before, what project it is associated with, and how it performed. As a result, companies can't get the full value out of their assets.

With a work management application that syncs with a digital asset management (DAM) or a content management system (CMS), digital content is integrated into a centralized storage location, making it much easier to find—and use. A DAM also uses key metadata to help speed the process of finding and sharing content. Automatic tagging with important keywords makes it much easier to find creative assets and to make sure campaign teams have the most up-to-date and on-brand version available.

## **Find the asset you need and get your content out the door faster.**

When you can find assets quickly and easily, your team can identify the best assets to use, and eliminate redundant efforts. This speeds time to market and improves consistency across the brand.

The ability to automatically tag and store assets has been instrumental in helping [Lumen](#) with its global rebranding effort. Integrating Adobe and Workfront enabled Lumen to rebrand in record time, despite everyone working remotely. The team was able to control permissions to keep the project confidential—quite a feat since they were involving offshore teams to update hundreds of pieces of collateral in a matter of weeks. But most importantly, as assets got rebranded, it was easy to make sure the right people had the right links to the right assets.

“ We’re using Workfront in creating projects, creating schedules, assigning resources, creating proofs. We’re leveraging a lot of the power of Workfront on the front end, and then there is Adobe Creative Cloud—the fuel that really lets our creative bring those ideas to life. The third piece is Adobe Assets. Everything that we’re doing in the creative engine is actually flowing into Adobe Assets.

**Shane LaBounty**

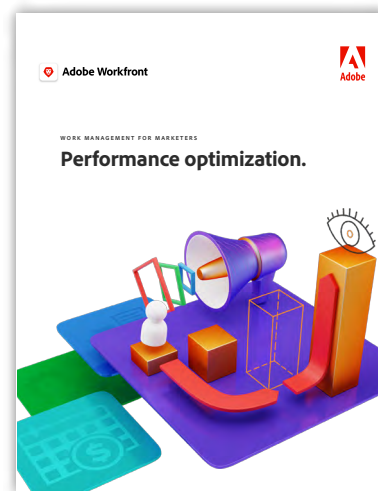
Creative Operations Leader, Lumen

## Get more value from your content.

Creating content is only part of the battle—the other challenge is managing that content effectively. To get the most value from your content, Workfront allows you to:

- Integrate with your content/asset management system
- Assign and capture metadata for each asset through keyword tagging
- Gain total visibility into all assets for easy search, access, and sharing of assets

A work management application that lets you automatically tag every asset isn't just nice to have—your teams will save significant time, and you'll be able to find the content you need, when you need it. It all adds up to making campaigns quicker to launch—and helping you get more mileage from everything you create.



**Learn how to move from managing your content to measuring its success in our *Performance Optimization* guide.**

Read now

## Sources

"How Adobe and Lumen harness the Power of Marketing Work Management," Workfront, Dec. 9, 2020.

Louise Clissold, "In-House Content Creation to Increase in 2020," *Communicate Magazine*, Dec. 16, 2019.

"Under Armour Case Study," Adobe Workfront customer story for Under Armour, Feb. 19, 2021.



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**Work Boldly**