

GCM460 - DAM Creative

Top 5 Best Practices for Data Asset Management Planning

Here are some strategies to keep in mind to get the most out of your DAM investment!

1. Before establishing or enhancing your DAM strategy, audit your assets (Dimovska, n.d.).
 - An asset audit will assist your firm in better understanding its assets (Dimovska, n.d.). This is necessary to understand your various files, their uses and types, and how they serve their function in content creation (Dimovska, n.d.). An audit can help determine the most likely reasons for DAM issues and the best resolution method (Dimovska, n.d.). For example, this could involve improving tagging and metadata operations to make files easier to locate or refining the existing system to accommodate new file types better (Dimovska, n.d.).
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2. Develop business workflows that revolve around your DAM platform (Cloudinary, n.d.).
 - Determine essential business workflows associated with your organization's content by conducting interviews with the employees who commonly undertake those responsibilities, learning their needs, and trying to find ways you can integrate automation for them (Cloudinary, n.d.). Use the DAM platform and connected systems to design practical automated workflows to boost productivity and asset utilization (Cloudinary, n.d.).
3. Take advantage of DAM analytics when producing new content (Cloudinary, n.d.).
 - Confirm that all content creators have permission to see the DAM analytics and educate them on the usefulness of user engagement data (Cloudinary, n.d.).
 - When creating new material, the teams should consult the DAM system to determine the most frequently used content and identify gaps (Cloudinary, n.d.).
 - Alternatively, if an asset currently exists but is rarely utilized, determine why and then improve or create a new version (Cloudinary, n.d.).
4. Make use of access control to help prevent copyright issues (Cloudinary, n.d.).
 - DAM administrators must avoid Copyright infringement at all costs (Cloudinary, n.d.). When you acquire content on a license, ensure that you set up the DAM system to notify the team when a license expires and push them to transition to new assets or renew the license (Cloudinary, n.d.).
5. Establish naming conventions (Dimovska, n.d.).
 - Adopting a consistently defined naming convention lets your organization's teams search for assets quickly and helps with the organization (Dimovska, n.d.). The file naming convention should be determined by your business's workflows and the kinds of data you generate (Dimovska, n.d.). Try to guarantee that file names are easy to comprehend and highlight which asset is the most recent and vital to the project (Dimovska, n.d.).

References

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