DAM MADE EASY
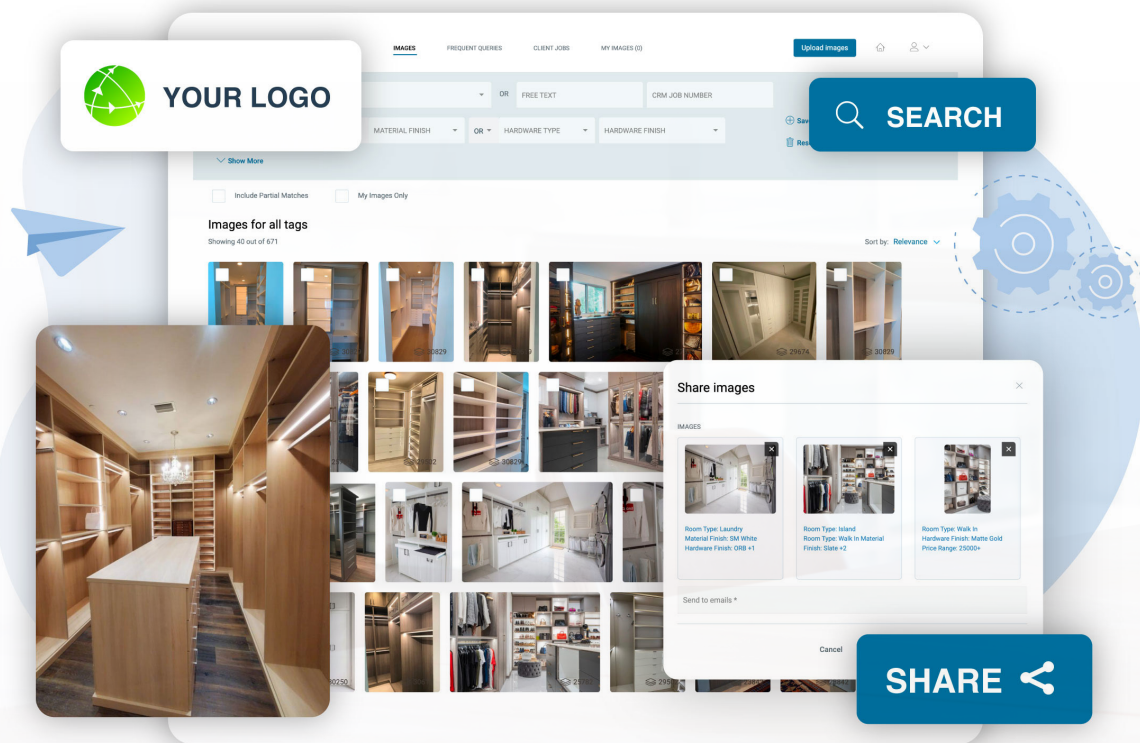
INCREASING PROFITS WITH DIGITAL ASSET MANAGEMENT FOR SMALL BUSINESS AND FRANCHISE OWNERS

PicsVault

RIGHT IMAGE . RIGHT PERSON . RIGHT TIME.

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How to get the right image to the right person at the right time in the easiest, cheapest, and fastest manner can mean the difference between getting that next sale or losing your prospect to a competitor.

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GETTING THE RIGHT IMAGE TO THE RIGHT PERSON AT THE TIME

People are visually driven so giving sales reps and customers immediate access to the perfect image of your offering and the best options to fit their needs can mean the difference between a quick and profitable sale or long sales cycles and frustrated prospects.

How to get the right image to the right person at the right time in the easiest, cheapest, and fastest manner can mean the difference between getting that next sale or losing your prospect to a competitor. This is where a Digital Asset Management solution comes into play and why this eBook can be your best chance at ensuring success.

This eBook will be of interest to you if you want to understand more about:

- What is Digital Asset Management and why should you consider it for your small business or franchise?
- Why is DAM a critical investment for reducing sales drag to increase profits and customer satisfaction and who will benefit the most?
- What are digital assets and how much effort is required on your part to implement a solution to manage them effectively?
- When evaluating the best DAM solution for you, what are the critical success factors for consideration?
- Who is PicsVault and why should you consider them as the easiest and fastest way to get started with DAM?

WHAT IS DAM AND WHY SHOULD YOU CARE?

How many times have you, your sales rep or a customer had to scroll through hundreds of pictures on your phone or cloud storage system like box or Dropbox trying to find that perfect image of what you are selling? This challenge gets magnified exponentially when trying to show what a specific option would look like. Ultimately a client will purchase what they visualize, so whomever can satisfy that requirement will get the deal.

Digital Asset Management (DAM) is the process of organizing, storing, and distributing digital assets such as images, videos, documents, and other types of media. As a small business or franchise owner, you likely have a large collection of digital assets that you use to promote your products or services. These assets can include marketing materials, product images, website graphics, and more.

While it may seem simple to store and access these assets on your computer or external hard drive, things can quickly become disorganized as your collection grows. That's where a DAM system comes in.

A DAM system is a software tool that helps you manage your digital assets by providing a central repository for storing and organizing them.

REDUCING SALES DRAG EQUALS INCREASED PROFITS AND CUSTOMER SATISFACTION

Making it easy for sales and customers to visualize every product, service, and option available without searching Dropbox or scrolling through phones while trying to show your customer a specific. By using a DAM system, you can easily search, show, and share your assets with your team and customers, saving time and reducing the risk of errors.

SEARCH

- Find the perfect image in seconds not hours
- Flexible tagging for maximum organization
- Intuitive filters designed specifically for you
- Easy user interface works the way you

SHOW

- Provide the right image in the right format and size requirement
- Present via web, email, mobile or app
- Tailored to fit your everyday use cases
- Bypass customer complaints by showing exactly what they will be getting

SHARE

- No attachments required
- No size restrictions
- Secure and private access of assets based on target audience
- Know which images are most seen and by whom

There are many benefits to using a DAM system for small business and franchise owners as well as marketing and sales professionals.

SMALL BUSINESS OWNERS

A DAM solution will provide the most profitable way to launch or extend your brand while reducing sales drag and improving customer satisfaction.

- **Reduced errors:** By using a DAM solution, you can ensure that your team is using the most up-to-date and accurate versions of your assets, reducing the risk of errors.

- **Improved collaboration:** A DAM solution allows your team to collaborate on projects by sharing assets and providing feedback in real-time.

- **Enhanced security:** A DAM solution provides secure storage and access controls for your digital assets, helping to protect against unauthorized access or data loss.

FRANCHISE OWNERS

A DAM solution will provide the most flexible way to establish a local presence and maximize sales success while being seen as a great partner to your franchisor.

- **Maximize use of franchisor-supplied digital assets:** By using a DAM solution, you can organize and manage all of the assets provided by your franchisor to maximum value.

- **Easily combine assets:** A DAM Solution will allow you to maximize digital assets by incorporating the right image into current marketing and sales campaigns and knowing which perform best.

- **Upsell clients:** A DAM solution provides an easy method for sales reps to showcase every aspect of your solution by allowing them to visualize upgrades and options in real life.

MARKETING AND SALES PROFESSIONALS

A DAM solution will provide the easiest way to show clients optimal options to close the biggest deal in the most expeditious manner or provide the best sales tools and options to ensure customer success.

- **Let your work sell itself:** Everyone knows a picture is worth 1,000 words so a DAM solution will deliver on that promise.

- **Easily show off your latest project:** A DAM solution will help you showcase your most recent projects across all channels: web, email, mobile or app with no attachments or size restrictions.

- **Find the perfect image in seconds versus days:** Why suffer the infinite scroll problem when a DAM solution can help you find the perfect image in seconds?

DAM MADE EASY

A digital asset is any type of media that is created and stored electronically.

Some common examples of digital assets include:

- **Images** (e.g., photographs, graphics, logos)
- **Videos** (e.g., promotional videos, product demonstrations)
- **Documents** (e.g., contracts, brochures, presentations)
- **Audio files** (e.g., podcasts, music tracks)

Digital assets are an important part of any business, as they help you communicate your message and showcase your products or services to potential customers. However, managing a large collection of digital assets can be challenging. Without an organized system, it can be difficult to find the assets you need when you need them, leading to wasted time and frustration.

A DAM system provides a central repository for storing and organizing your digital assets. Some of the main features and functions of a DAM system include:

- **Asset storage:** A DAM system allows you to store all of your digital assets in one place, making it easy to access and share them with your team and customers.
- **Asset organization:** A DAM system provides tools for organizing your assets into categories, tags, and folders, making it easier to find the assets you need.
- **Asset metadata:** A DAM system allows you to add metadata to your assets, such as captions, keywords, and copyright information. This helps you to better describe and search for your assets.
- **Asset sharing:** A DAM system provides tools for sharing your assets with your team and customers, such as by email or through a web-based portal.

CRITICAL SUCCESS FACTORS WHEN EVALUATING A DAM SOLUTION

There are many different DAM systems available and selecting the right one for your business can be overwhelming.

Here are some factors to consider when evaluating and comparing different DAM systems:

- **Price:** Determine your budget for a DAM system and look for options that fit within it. Keep in mind that some DAM systems may have additional costs for features or storage.

- **Customization versus configuration:** Some DAM solutions require specific programming expertise while others can be easily configured to your requirements without technical expertise.

- **Features:** Consider the features that are most important to your business, such as asset storage, organization, metadata, and sharing tools. Make sure the DAM system you choose offers the features you need.

- **Omnichannel:** ensure the DAM solution can provide content via web, email, mobile or app with no attachments or size restrictions.

- **Integrations:** If you use other software tools for your business, such as a CRM or marketing automation platform, look for a DAM system that integrates with them. This will help you to streamline your workflows and avoid having to switch between multiple systems.

- **User experience:** Consider the user experience of the DAM system, including how easy it is to use and whether it provides helpful documentation or support resources.

- **Analytics:** Knowing which assets are most viewed, which contribute to the largest sales and who is accessing what, when and for how long can only be provided by built in share analytics.

- **Security:** Make sure the DAM system you choose provides secure storage and access controls for your digital assets. Look for features such as encryption and two-factor authentication.

By using a DAM system, you can improve your productivity, reduce errors, collaborate more effectively, and enhance the security of your digital assets.

ABOUT PICSVAULT

If you're interested in implementing a DAM system for your business, we recommend starting by evaluating your needs and budget, and then researching and comparing different DAM systems to find the one that best fits your requirements. Of course we would suggest you start by evaluating PicsVault.

PicsVault is a Digital Asset Management SaaS purpose-built for the unique requirements of small businesses and franchisees. We make it easy for sales and customers to visualize the right image or video at the right time with the right description and associated data. Our cloud-based solution allows you to easily organize, tag and present your digital image and video assets securely and privately, via web, email, mobile or app with no attachments, no size restrictions in minutes. PicsVault's built-in-share view analytics ensures you know which assets drive maximum success.

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