

# 3 Essential Questions for Achieving Retail Success

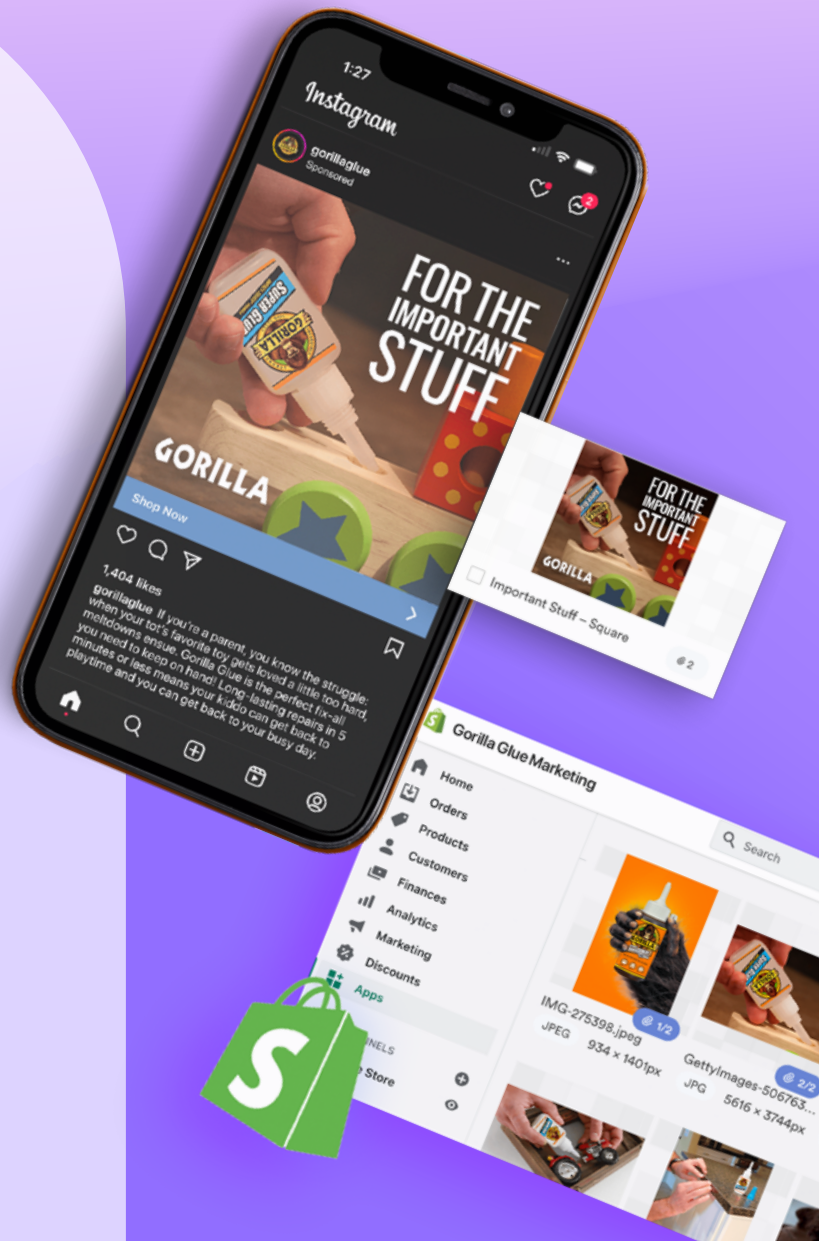
Retailers must find ways to increase operational efficiencies or they'll be left in the dust – and weathering the competitive landscape will require the ability to continually adapt to rapid change. We've rounded up a few of the top ways retailers will need to overcome challenges in the coming year to stay in the game.

1

## Am I able to respond quickly and accurately to sudden change?

Whether it's fluctuating product offerings, promotions, seasonal campaigns or limited-time offers, retailers need to be constantly prepared for rapid change.

The adoption of technology, such as a digital asset management (DAM) system, that offers control for who can edit, share and access marketing and sales assets is pivotal. Many of these systems also allow you to monitor exactly where your assets are being used to ensure nothing out of date is in market. The most impactful solutions allow users to schedule time-sensitive content to expire and immediately update live assets at scale.



# 2

## How do I empower my entire team to scale?

In an incredibly fast-moving and competitive retail environment it can be difficult to maintain timely, personalized and localized marketing. Having the ability to empower your entire team to scale with partners and distributors is paramount.

The most reactive retail teams are leveraging templates as a way to help non-creatives team members independently generate their own preapproved, personalized and on-brand assets. Adobe Acrobat, Canva, Google Slides and some DAM tools are all popular options for building templates to scale across brands while saving everyone time and improving efficiency.



Logo

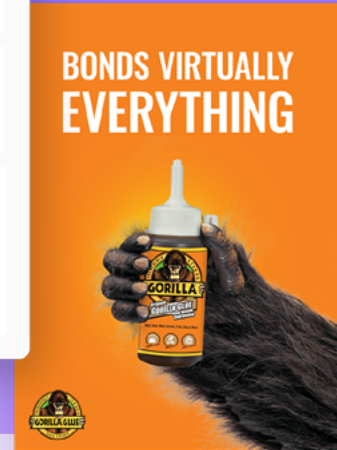
Official logo

Headline

Bonds virtually everything

Image

Apply to All

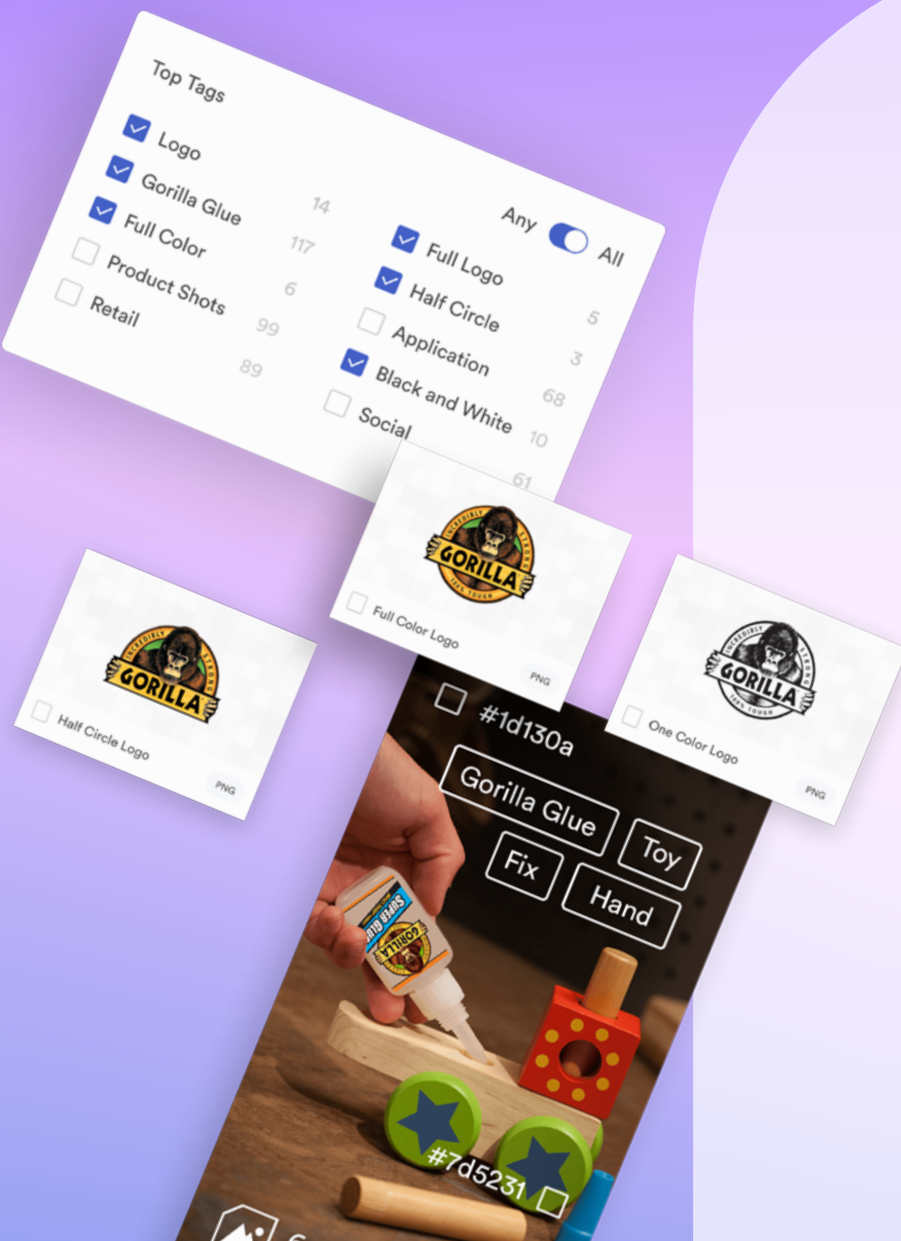


# 3

## Am I able to quickly and confidently find the assets I need?

With hundreds or thousands of products, it can be challenging to keep track of the endless marketing and sales assets your team has to support them. The ability to respond to rapid change is absolutely crucial in today's competitive landscape, and disorganization is simply not an option.

The most successful retail teams are leveraging tools and technology that give them access to a centralized, up-to-date asset library. These tools allow product assets and information to be stored together so teams are improving efficiency and no longer wasting time searching for and recreating assets.





# Stay in the Game with Digital Asset Management

Are you really looking to stand out from your retail competition? These are just a few of the many ways that DAMs like Brandfolder empower retailers to succeed in a highly competitive and fast-moving environment. But don't just take our word for it, see how our best-in-class DAM platform helps retailers reach new heights in one of our latest retail success stories.

**Zeal Optics Powers Global Asset  
Distribution to 3,000+ Retailers  
With Brandfolder**

