Brandfolder
by ✓ smartsheet

How Brandfolder Improves Marketing and Creative Resilience

From COVID-19 to a looming recession, recent events have highlighted the need for brands to navigate change faster and more proactively than ever before.

Marketers and creatives must be able to update messaging and visuals across channels without skipping a beat — or risk paying the price. Leading brands like Zoom, Lyft and P.F. Chang's are turning to Brandfolder's digital asset management (DAM) platform to directly address the key challenges getting in the way of brand resilience.

Let's see why DAM users rate their brands' ability to respond to change more highly than others and why Brandfolder is ranked the number-one DAM platform by marketers and creatives.

$700,000
is the median price of poor brand resilience

81%
of creative ops and marketing pros say DAM is the most helpful tool for improving marketing/creative agility

Intuitive Asset Organization and Easy Discovery

Brandfolder's platform gives brands an intuitive and highly scalable way to organize digital assets. Clearly classify content so teams can quickly browse and search for assets by date, campaign name and more. Curate collections for specific use cases, and let Brandfolder's AI functionality recommend asset tags for optimal discoverability.

73%
cite asset chaos and poor distribution
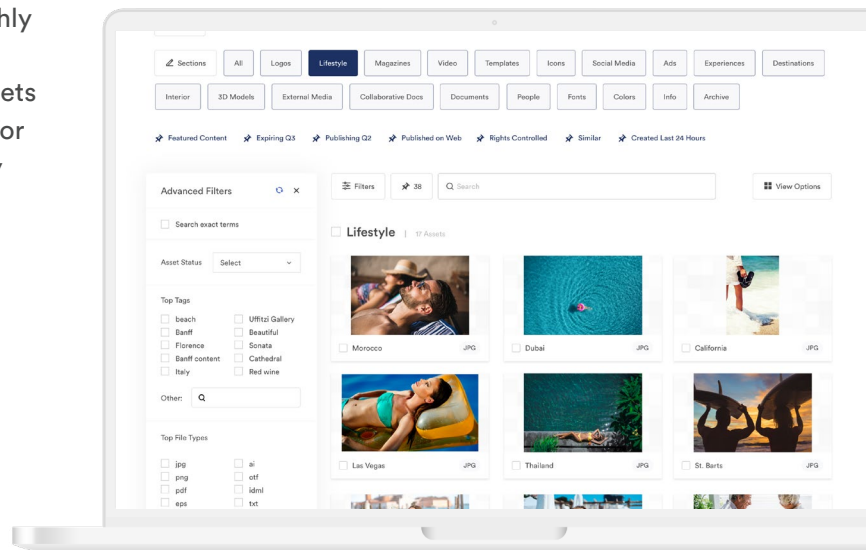
Streamlined Collaboration, Reviews and Approvals

Too much red tape!

67%

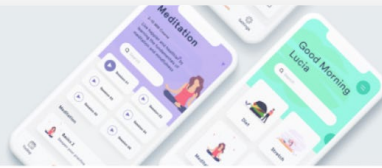say multiple layers of approval cause bottlenecks that hurt brand agility

Looking for approval...

58%

want a better way to streamline asset collaboration, reviews and approvals

Templates empower non-creatives to quickly customize and publish new assets while staying on-brand. Creatives can lock certain design elements, define text options, and even offer a selection of pre-approved images. Users can crop, reformat and resize files in just a few clicks — no design skills necessary.

Streamline content creation by managing work-in-progress assets in a dedicated workspace alongside creative briefs, inspiration, due dates, work status and more. Brandfolder ensures the right assets are always delivered right on time with a centralized place for teams to collaborate on, discuss, mark up and approve content in context.

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Want to unlock even more powerful work management capabilities? Brandfolder integrates directly with Smartsheet!

A Single Source of Truth With Permission and Versioning Controls

What capabilities would help brands respond more rapidly to change?

55%
say more robust permissions

52%
say a single source of truth with version control

Manage assets across hundreds of formats like 8k videos, PDFs and 3D renderings — all in a single place. Brandfolder integrates with popular creative and marketing tools like Photoshop and HubSpot so teams can easily publish, update and use these assets directly within their daily workflows.

Easily control who can edit, share and access specific files, and monitor where exactly they're being used. Schedule time-sensitive content to expire and immediately update live assets at scale using a single URL. Brandfolder automatically tracks version history, optimizes embedded file size and resolution, preserves image focal points and more.

DAM Drives Brand Resilience

With the median price of poor brand resilience coming in at a whopping $700,000, how to improve marketing and creative agility should be a question on every team's mind. DAM is the answer. See how Brandfolder delivers content organization, streamlines asset review, manages version control and so much more. Request a free demo today!

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