# Busting the **5 Myths** About Marketing Asset Management, Digital Asset Management, and Project Management

# BUSTING THE 5 MYTHS ABOUT MARKETING ASSET MANAGEMENT, DIGITAL ASSET MANAGEMENT, AND PROJECT MANAGEMENT

What is Marketing Asset Management (MAM)? Isn't it the same as Digital Asset Management (DAM?) or Enterprise Content Management (ECM)? How does it differ from project management?
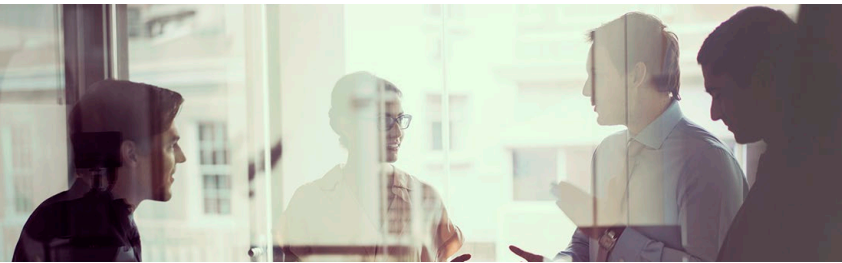
The truth is, the ways in which companies access, customize and distribute marketing materials has never been more complex. Because of this, many tools and processes have emerged to help companies control their brand materials effectively. Between MAM, DAM, and ECM, it's enough to make a marketer say, "OMG!"

It's time to dispel the myths and clarify the differences between Project Management, Digital Asset Management, Enterprise Content Management and Marketing Asset Management to help businesses make informed decisions about the ways in which they control their brand across channels, and throughout their large, distributed workforce and partner networks.

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# INTRODUCTION: THE STATE OF BRAND CONTROL AND ASSET DISTRIBUTION

*Poor content management is the #1 reason organizations struggle with multi-channel communications and brand consistency.*

We live in a world of multi-channel sales and marketing, where consumers interact with brands across a growing number of online and offline touchpoints, all while expecting a cohesive experience. 60% of consumers expect consistent experiences when dealing with brands online, in-store, or in person.[1]  In fact, 86% of buyers will pay more for a better customer experience.[2]  By 2020, a company's customer experience will overtake price as its key brand differentiator.[3]

In parallel, the volume of our business content grows year over year. By 2020 IDC predicts the amount of digital information will grow by a factor of 30, the number of files, by a factor of 60.[4]  With this growth, many companies are mired in complex issues of inefficient version control, bogged down by customization needs, threatened by off-brand materials, and stalled by countless one-off content requests. While these cumbersome processes prevent growth and efficiency internally, more importantly, the lack of a consistent brand standard across touchpoints externally leads to confusion and mistrust among our customers.

According to empirical research,[5] poor content management ranks as the number one reason that organizations struggle with multi-channel marketing communications and brand consistency. That, and a fragmented variety of disconnected asset repositories threaten our abilities to meet the needs of our ever-demanding customers.

## Have it Your Way: The Rise of Personalization

One major reason for the rise in complexity in asset management is the need for customization. Personalized content is an important component of one-to-one marketing, and a critical part of the customer acquisition process. Whether a salesperson needs to edit a presentation or proposal for a customer meeting, or a regional channel partner must provide location-specific information for an informational brochure, personalization matters at companies of all sizes. Specific industries call for specific needs as well. For example, in the financial services space, organizations are called upon to personalize content while continually enforcing regulatory guidelines that change constantly. Within healthcare and

pharmaceutical organizations, custom but outdated materials can lead to dangerously incorrect information.

According to Aberdeen Group, "a marketer's ability to collaborate, capture, and disseminate collateral and content from all sources and across all mediums has become a crucial component in driving quality leads to sales.[6]" In one study, leads who are given personalized content produce a 20% increase in sales opportunities.[7]  Although 77% of marketers believe personalization is crucial, 60% struggle to personalize content.[8]  Why? 66% of marketers are unable to secure internal resources to execute personalized programs.[9]  Requests from the field are often handled by a shrinking marketing staff who is under increased pressure to support sales activity and deliver assets on-time, on-brand, and on budget. This lack of productivity adds up. Workers spend an average of 6.5 - 8.8 hours every week searching for information.[10]  That's equivalent to 52 working days spent each year on this task. Yikes!

[1] http://www.sdl.com/about/news-media/press/2014/sdl-study-reveals-channels-are-irrelevant-to-consumers.html
[2] http://www.walkerinfo.com/customers2020/
[3] http://www.walkerinfo.com/customers2020/
[4] http://www.ricoh.nl/Images/IDC_Executive_Insights_January2011_t_76-4420.pdf
[5] The Marketer's Guide to Content Management Technologies, Gleanster, August 2013
[6] http://marcom.com/wp-content/uploads/2015/08/Aberdeen-MAM-Study-11-2010.pdf
[7] http://www.demandgenreport.com/industry-resources/white-papers/204-calculating-the-real-roi-from-lead-nurturing-.html#.VJGu9sB8
[8] http://offers.adobe.com/en/na/marketing/landings/_46316_real_time_marketing_insights_study.html
[9] http://www.conversantmedia.com/press-release/marketers-disclose-personalization-opportunities-and-challenges-new-study
[10] http://www.ricoh.nl/Images/IDC_Executive_Insights_January2011_t_76-4420.pdf

## State of the Confusion

To help companies deal with this massive organizational inefficiency, multiple technologies have emerged to address various parts of the problem. Yet, many marketers struggle to understand what solution is right for their needs. While marketing departments, only a few years ago, were not buying technology, today it is a major part of their responsibility. Who can blame them for being confused? Take a look at the marketing technology landscape as of 2016:

**The graphic illustrates nearly 4,000 marketing technology solutions across 50 categories.**
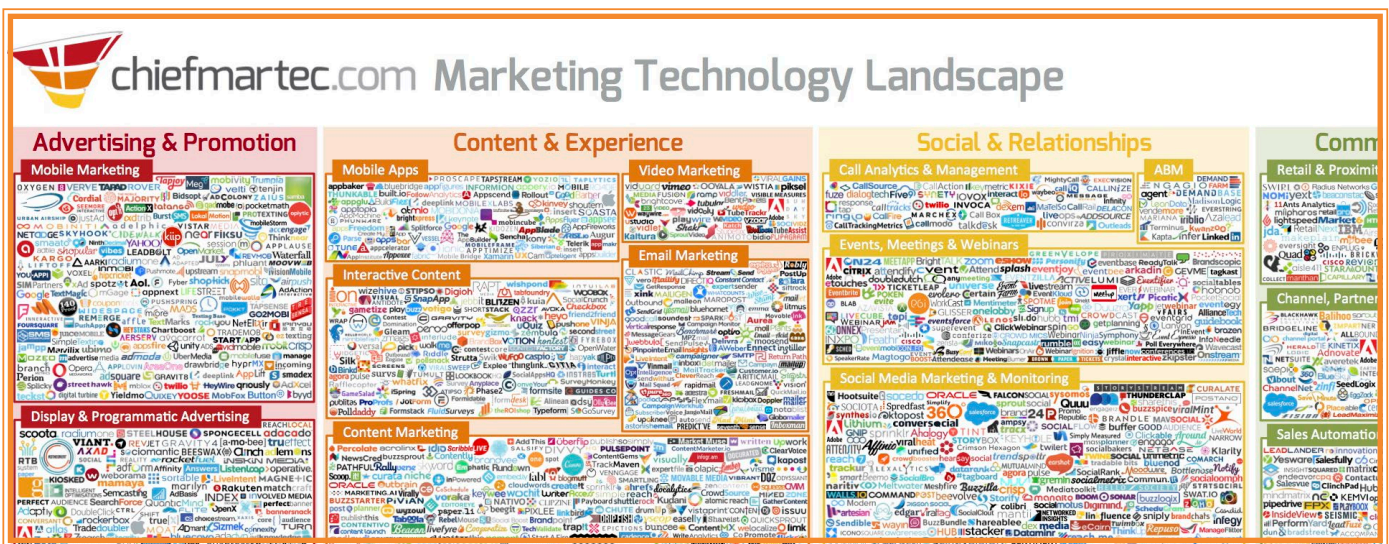


**Source: ChiefMartec.com**

**Note:** MarcomCentral is listed under "DAM and MRM" while it could be possible for our solution to also be categorized as a "content" tool or "personalization" tool. There is much similarity in our industry related to tools, technologies, and vendors. With so many companies competing in the same space, many of them overlap, causing perplexity. This attempt at categorization does not fully clarify the intersection of critical Marketing Asset Management with modern day sales and marketing workflows.

We have busted five of the most common myths related to Marketing Asset Management to help provide some clarity:

# MYTH #1: MARKETING ASSET MANAGEMENT SOFTWARE DOES THE SAME THINGS AS DIGITAL ASSET MANAGEMENT, ENTERPRISE CONTENT MANAGEMENT, AND PROJECT MANAGEMENT SOFTWARE

**[FALSE]** Each of these tools has a very different use case and feature set.

**Marketing • Asset • Management** (MAM) (n): The use of a central repository to customize, organize, and distribute finished sales and marketing content to both offline and online channels. Includes workflows, dynamic and locked content, integrations, security controls, and measurement.

**Digital • Asset • Management** (DAM) (n): Software used to organize, store, and retrieve rich media and digital assets such as photos, music, and other multimedia content. Related: Media Asset Management

**Enterprise • Content • Management** (n): A set of defined processes that allow an organization to obtain, organize, store, and deliver information crucial to its companywide operation in the most effective manner possible. Includes rules and workflows related to document and records management, content taxonomies, auditing capabilities, and security mechanisms.

**Project • Management** (n): The application of processes, methods, knowledge, skills and experience to achieve project objectives. Includes collaboration, versioning, approvals, and editing workflows.

## Content Lifecycle and Timeline

Each piece of content, whether it's an email campaign, Powerpoint® sales presentation, whitepaper, or printed banner, generally follows a similar lifecycle. This lifespan includes the initial creation of the asset involving design and editing, to the approval process, storage of that asset, and eventual distribution such as printing or sending an email. Each step fits into a timeline at various stages:

| Content Lifecycle & Timeline | | | | |
|---|---|---|---|---|
| Lifecycle Stage | 1. Design and Creation | 2. Edit and Approval Process | 3. Storage and Maintenance | 4. Customization, Distribution and Measurement |
| Category | Content creation tools | Project management tools | Digital Asset / Enterprise Content management tools, or a company intranet | Marketing Asset Management tools |
| Related Actions | ● Writing<br>● Layout<br>● Graphic design<br>● Editing<br>● Versioning | ● Copy approvals<br>● Design approval from multiple groups such as legal, creative, etc<br>● Editing workflows<br>● Final asset completion | ● Storage and catalog of individual files<br>● Digital rights management<br>● Multimedia content storage (photo, music, video, etc)<br>● Download, backup, group, archiving files<br>● Reporting | ● 1-to-1 personalization,<br>● Integration with CRM data<br>● Templates for asset customization<br>● Cloud-based portal for field teams, sales, channel partners, and franchisees)<br>● Distribution across multiple channels (print, web, HTML/email, and social media)<br>● Reporting and advanced analytics |

# MYTH #2: MARKETING ASSET MANAGEMENT IS JUST ABOUT STORING / ACCESSING FILES

**[FALSE]** While file storage and retrieval is one component of Marketing Asset Management, the category of tools solely focused on this capability is Digital Asset Management (DAM).

DAM providers allow for the organization and storage of rich media and digital assets that are static in nature, and often cannot be customized within most DAM platforms. The contents within a DAM are typically created for use within internal marketing departments as a repository for elements of their content such as logos and imagery.

With marketing as its core user, a DAM is typically not designed for sales teams, channel partners, franchise owners, or any extension of the brand to access and interact with the content within. These platforms generally include internal document-related controls such as digital rights and permissions, which do not factor into the distribution of that content.

Both MAM and DAM platforms allow for search functionality to access content, though certain tools in both categories will offer an advanced search interface (similar to the ease of use of Google) that leverages keywords and meta-data to pull up the right files, fast. This decreases the time spent searching for information, and increases the adoption and effectiveness of the content itself.

In contrast, Marketing Asset Management is designed for the needs of a distributed sales and marketing organization. MAM provides the ability to maintain a consistent brand look and unified experience across branded content, while allowing field offices and employees to localize and personalize content assets within approved workflows. Additionally, from within a MAM tool, assets can be distributed across online and offline channels (and this distribution and usage can be measured and reported on.)

## Key Features of Marketing Asset Management:

What makes a MAM a MAM, and not a DAM or ECM tool? It's a lot more than content storage:

• **Access** – Some MAM tools allow for intelligent access to content across a distributed workforce. For example, with single sign-on functionality, a MAM tool can allow users to sign in using the same login as other corporate accounts. This seamless process increases the adoption of the portal.

In addition to easy sign-on capabilities, it's possible to provide specific content to a user group, for example, by region or industry. These access controls give the most relevant and targeted content to users, making them, in turn, more efficient.

• **Varied asset types** – MAM allows an organization to manage both offline assets (such as direct mail and branded promotional goods) and online assets, supporting an integrated, cross-channel strategy. DAM tools serve primarily digital delivery.

• **Managed customization** – with templates and intelligent business rules, MAM tools give distributed organizations the ability to personalize and customize content to meet their industry-specific, customer-specific, and location-specific needs, all while maintaining brand compliance.

Features such as modular content, logic and approvals offer the right balance of flexibility and control. For example, within a MAM system, it's possible to lock certain information or image sizes (so a logo is

never skewed), and extend the rights to customize other sections. Templates and intelligent rules can be built around both content and imagery, across multi-page documents and within multiple file types.

• **Distribution** – once content is created (on-brand, of course), the ability to distribute the pieces across multiple channels, and under business logic and rules is a defining feature of a MAM system. While a DAM system allows for the single download of the piece of content, MAM gives the ability to publish directly across multiple channels including:
  • Print – (with option to be sent directly to approved vendors for simple ordering)
  • Physical kits
  • Digital assets including Microsoft Word and Powerpoint
  • HTML email via Outlook
  • Delivery to marketing automation / email service providers
  • Directly to social media channels

• **Integration** – with API integration into business tools like ERP, marketing automation, and CRM tools such as Salesforce, a Marketing Asset Management tool becomes an extension of business intelligence, rather than a disconnected document storage system. For example, fields within a CRM can be used to inform relevant content within assets based on the lead, contact, or account object. What's more, when content is delivered, that activity can be tracked back to the CRM record.

• **Reporting**  - For corporate marketing, analytics and measurement matter. While basic access tracking is available in some DAM solutions, they do not track

distribution analytics. In contrast, analytics in a MAM system are designed to offer a detailed snapshot of asset utilization and distribution, and can be exported for reports, and visualized with business intelligence functionality.

# MYTH #3: ONLY MARKETERS CARE ABOUT MARKETING ASSET MANAGEMENT

### NRG Energy

NRG Energy is a Fortune 250 and S&P 500 company, as America's largest competitive power generator serving over 46 million homes. However, their marketing communications were stuck on a "junk drawer" server that made content incredibly difficult to find for salespeople in the field.

When key assets were updated, it was nearly impossible to locate the most up-to-date versions. Fed up salespeople simply abandoned this "junk drawer" and instead, overwhelmed the marketing department with direct requests for help.

NRG turned to MarcomCentral to help improve their internal marketing distribution systems. In less than 90 days, NRG had a custom, online marketing communications portal with over 350 customizable, easy-to-find marcom pieces available to their field team. Unique user logins empowered reps to have immediate access to only the campaigns that matched their need, and integration with their digital asset management system allowed the team to deliver the right content, to the right team, at the right time.

**[FALSE]** Although marketers are responsible for the creation, distribution, consistency, and effectiveness of marketing assets, the benefits of Marketing Asset Management extend throughout an organization and its ecosystem. Here are four use-cases outside of marketing:

1. **Field Sales** - For a field sales and marketing team, or any distributed sales force, access to the right materials on-demand is vital to success. Without the right system in place, it's difficult for many reps to find what they need or to customize it to meet their needs while staying on-brand and compliant.

> " *..all assets were clearly displayed within a user interface aimed at helping users find what they needed fast.* "
>
> - NRG Energy

2. **Franchise owners** – Franchise owners are the stewards of, and extension of, a brand, and are responsible for maintaining those brand standards while they also uphold expectations related to operations, finance, HR, and more. But with hundreds, sometimes thousands of various franchise locations all tasked with meeting the needs of their local markets, it can be difficult to share these communications effectively.

> "
> *We wanted a forum for franchises to discuss and share promotions and ideas that are working. MarcomCentral is our one-stop shop to house and for them to access all marketing, distribution and idea collaboration. Plus, the single sign-on offers streamlined access that removes lengthy roadblocks to reach the customers and markets they need to at the local level.* "
>
> - Assistant Manager
> Media & Field Marketing, Long John Silver's

## Long John Silvers

With 2,000 franchisees, corporate employees, and agencies, Long John Silvers needed a coheisve way to share all restaurant services, from associate training to recipes, from operations to marketing materials. They needed a solution to facilitate the building of merchandising pieces with their creative agencies. The solution also had to serve as a forum for franchisees to discuss and share ideas and campaigns that were working in the field. Brand control was another big factor. Time spent being homegrown marketers took franchisees' time away from their businesses – and corporate profits. Without a streamlined system to access the most up-to-date communications, they'd instead design on-the-fly or get "taken for a ride" by print and creative vendors.

MarcomCentral became their one go-to marketing hub for operations, creative and franchisees, housing and supporting all communications storage, distribution, fulfillment and collaboration. The tool also allowed them to control the configuration and unique user interface of their portal, creating an environment that would appeal to every unique user.

Today, every department of every franchise is empowered with access to their MarcomCentral portal solution, driving efficiency and results.

*Toro*

Toro partners with hundreds of distributor partners around the world to help customers beautify and preserve outdoor environments. But more often than not, the Toro brand and important product information wasn't getting through the way the company intended.

Distributors were stuck in the rut of an outdated communications management system that prevented Toro from sharing the latest information and benefits about their high-performing products with these valued partners. Distributors went rogue, creating their own one-off marketing pieces that were hardly a reflection of Toro's commitment to innovation and professionalism.

MarcomCentral gave Toro distributors the power to create informative and engaging marketing pieces that were also 100% on-target with corporate marketing's latest compliance, product and brand messaging. They simply log onto their MarcomCentral portal, choose a template, and add their own special, regional or needs-based touches to enhance engagement at any local level. Distributors who never had the time to do marketing of any kind now produce complete campaigns (flyers, banner ads, emails and more) in a matter of minutes.

3. **Channel partners** – to serve the needs of distributors, agents, and dealers, it's critical for corporate marketing teams to provide up-to-date product materials and marketing assets to their network of channel partners. When systems are ineffective, distributors risk simply skipping the process of marketing, deflating opportunity for growth.

> " *MarcomCentral is a great way to show our distributors that we value them by giving them a tool that helps them do more with their own marketing.* "
>
> - Heidi Lindahl
> Marketing Associate, The Toro Company

4. **Global locations and regional markets** - 91% of top-performing companies cite the need to "increase relevance and personalization in local markets" as the top reason to invest in marketing asset management.[11]
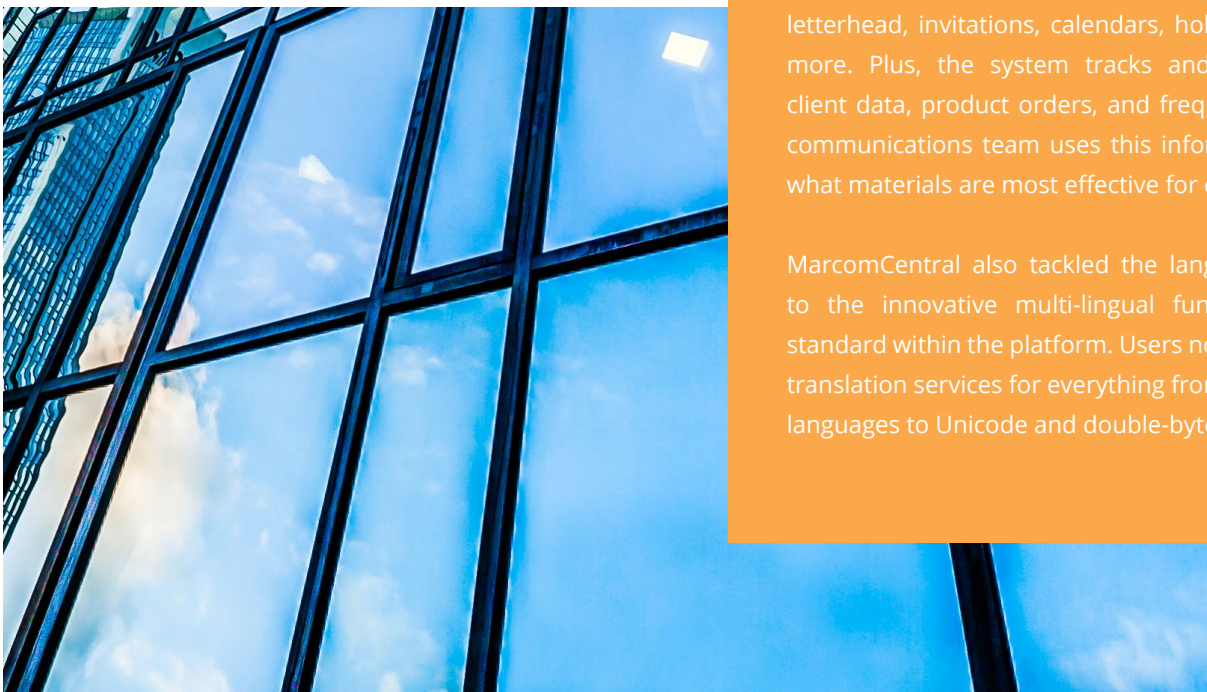
## *The World Bank*

Being a global entity can present some major communication challenges. World Bank's 15,000 employees span across 188 countries in 174 offices, organically creating language, culture and information silos in every corner of the globe. Brand assets were disorganized, and versioning requests and costs were out of control.

They needed a multi-cultural, multi-lingual environment where all offices could access, localize and distribute the latest marketing materials using a new solution that was fast, flexible and web accessible. MarcomCentral centralized and automated the access, creation and delivery of World Bank's static, personalized and variable data marketing assets, all within a cloud environment.

Users can customize and order brochures, ebooks, letterhead, invitations, calendars, holiday cards and much more. Plus, the system tracks and reports metrics on client data, product orders, and frequency of orders. The communications team uses this information to determine what materials are most effective for each audience.

MarcomCentral also tackled the language barrier, thanks to the innovative multi-lingual functionality that came standard within the platform. Users now have free access to translation services for everything from traditional romance languages to Unicode and double-byte fonts.

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[11] The Marketer's Guide to Content Management Technologies, Gleanster, August 2013

## The Impact of Brand Management

Brand management may technically be a marketing function, but the maintenance of a consistent brand has critical implications beyond marketing. There are standards that a brand must follow in certain markets with legal and regulatory governance, or risk fines and lawsuits. The consistency of a brand also affects sales by impacting the overall customer experience. When a brand presents materials, it does so under a brand promise. Each asset is a reflection of that promise. With inconsistencies, the promise is essentially broken. Brand messaging can be completely misinterpreted when imagery and guidelines "go missing." A marketing on demand solution allows corporate marketing to connect reps with approved marketing assets and vendors from anywhere, anytime.

What's more, without dealing with single marketing asset requests, marketing staff is able to spend their limited time and resources on more strategic, mission-critical responsibilities.

> " *Because Marcom enables organizations to create and host customizable collateral on a grand scale, our team members were able to move from order-taking roles (creating one-off marketing collateral), to more forward-thinking, consultative, and strategic roles.* "
>
> - Megan McFarland, Creative Services Manager, Holiday Retirement

# MYTH #4: MY INDUSTRY DOESN'T NEED MARKETING ASSET MANAGEMENT

In highly regulated industries, such as pharmaceutical, healthcare, and financial services, outdated regulatory data can be inadvertently shared with improper marketing asset management. An appropriate system gives corporate marketers piece of mind when it comes to compliance.

## Financial Services

Financial Services organizations can avoid potential conflicts beyond the line-of-sight by providing their teams access to the most current branded marketing materials. Agents, wealth managers, advisors and branch offices need real-time access to customizable, on-brand and regulatory compliant marketing pieces.

*Modern Woodmen*

With 1,200+ field representatives under the umbrella of their trusted, family brand, and held to strict financial service industry regulations, Modern Woodmen struggled to manage marketing materials created within internal silos. These were often governed by an individual representative's personal preferences and the staff member manually creating them for production.

Through the use of MarcomCentral's Marketing Asset Management tool, materials housed and shared were able to get a big thumbs-up from legal and compliance teams. Marketing operations were streamlined across every user group internally (from corporate communications and marketing areas, to the print shop and shipping departments) and externally (agencies and field representatives). Finally, branded customization of the latest materials for the field was a huge step toward localized marketing that keeps messaging on-brand and compliant with complex regulations.
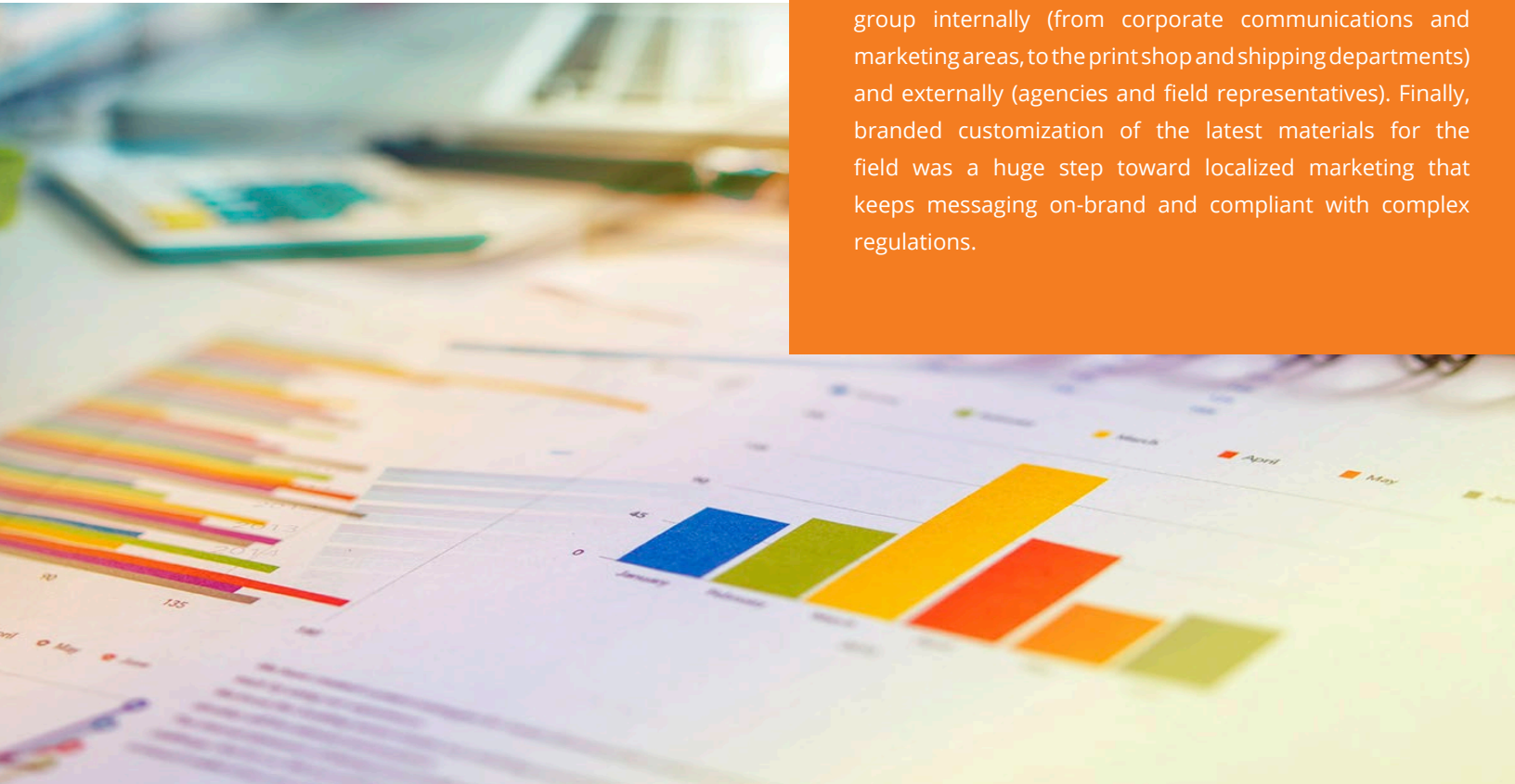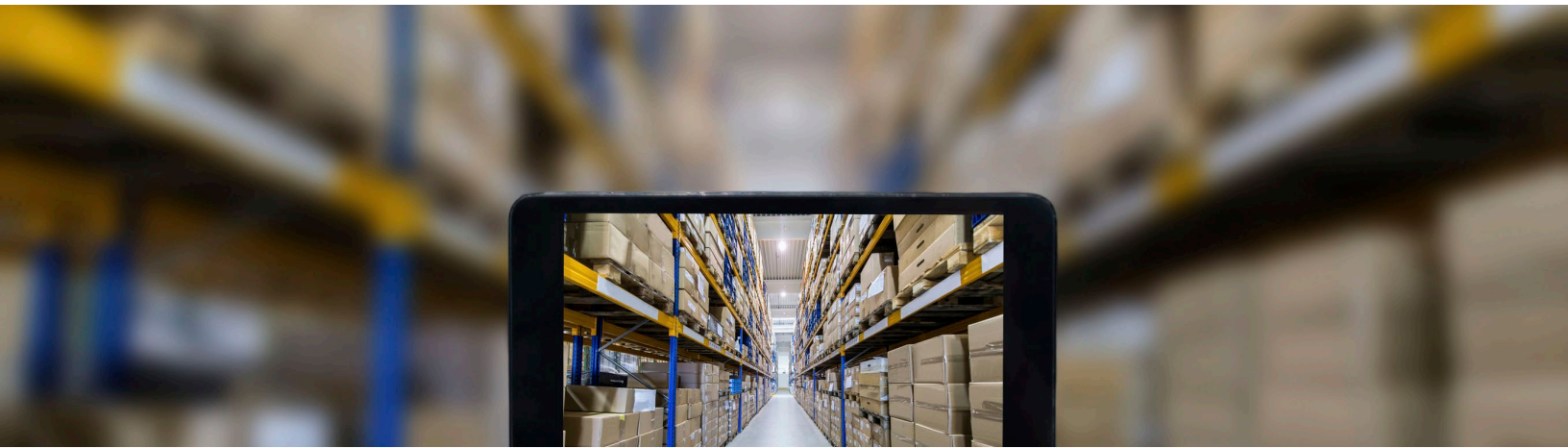
## Manufacturing

Manufacturing organizations rarely speak directly to the end-users of their products. That responsibility falls upon channel partners across regions and around the world. Because of this, timely communication is crucial. These channel partners require the latest product messaging and tactics to enable the biggest impact at every point of sale.

Dealers and distributors must access the latest materials from the field, especially when regulatory, standards or product information turn on a dime. Marketing Asset Management systems connect approved marcom materials including product sheets, organizational guidelines and customizable presentation templates, within one go-to, web-based source.

MAM can also be used to empower channel partners with co-branded presentation templates, collateral, ads, emails, digital assets and more to take advantage of every possible revenue opportunity. These partners can also take advantage of dynamic customization and one-to-one personalization of content and imagery to further engage existing customers and bring once untouchable prospects into the fold.

This process also has a large impact on improving distributor or dealer connections, solidifying a manufacturer's reputation as open-minded and accessible, and demonstrating their commitment to being in it for the long haul with business partners.

## Retail / franchise

The importance of local store marketing is paramount in retail and franchise environments. While associates on the front lines push in-store loyalty programs and seasonal inventory, business development reps back at HQ work to pursue B2B leads, new channels and sponsorships. The key to everyone's success in this environment is having access to the distinct messaging that speaks to their unique audiences, while retaining brand and regulatory compliance across the board.

Retailers are often spread across product lines, specialized divisions, and time zones. While it's smart to customize cultural messaging, core brand integrity can get lost along the way. With Marketing

Asset Management, organizations can maintain a consistent brand experience across borders.

What's more, MAM can empower regional sites with big-brand collateral, ads, emails and digital assets they likely could never duplicate on their own without great expense. These sites can also take advantage of dynamic customization and 1:1 personalization of content and imagery – proven to help re-engage existing customers and pique the interest of new prospects.

## Education

Education institutions often act as separate organizations, even under the same brand. Different departments often create their own rogue messaging, field recruiters may use outdated event signage, and tactics that are working for some aren't shared as success models for others. Faced with the challenge of appealing to a variety of audiences, students, alumni, donors, and supporters, it's critical for education institutions to put unified materials forward.

> " *MarcomCentral has virtually eliminated rogue marketing and the need for one-off marketing asset requests from our organization. I highly recommend MarcomCentral to any organization looking to increase speed to market with customized marketing assets, control their brand integrity, measure effectiveness of marketing assets, and deliver high-quality digital and print assets to their sales teams with the click of a button.* "
>
> - Lori Pratt, Director of Sales Technology,
> Apollo Education group

## Nonprofits and Associations

Gaining new members in a nonprofit or other association is dependent upon the organization's ability to devise compelling messaging and support materials to increase member, volunteer or follower base. But this can be challenging, especially with potential roadblocks in the form of approval channels and regulatory compliance.

Touchpoints need to be relevant to the individual, and associations that want to grow and legitimize their brand can't afford to use outdated technologies. Business information needs to be mobile, social and available in real-time. Outdated manual processes can keep member drive campaigns in a holding pattern.

# MYTH #5: MARKETING ASSET MANAGEMENT IS A "NICE-TO-HAVE" NOT A "NEED TO HAVE"

As discussed, off-brand assets affect brand management and degrade the sales and customer experience process. Poor Marketing Asset Management leaves behind a very tangible, financial impact. Just think about the average hourly salary (and efficiency) that is wasted when workers spend their time, on average up to 8.8 hours every week, just searching for the right information.[12]  With a MAM tool properly implemented, employees spend less time searching for files, or recreating

lost assets. Remember, that's equivalent to 52 working days each year spent completing this task. What would that cost add up to in your organization?

While both MAM and DAM solutions save the organization hard costs related to valuable employee time, there is also significant savings in preventing the repurchase of lost assets. A DAM software might measure ROI by helping a creative organization keep track of relevant

rights information for licensed materials, such as images purchased from a stock photography website (thereby avoiding unnecessary fees), while a MAM software might be measured by its impact on top-line revenue growth through its asset distribution and related tracking and reporting features. This is a closed-loop system of understanding the value behind assets created, connecting what's being used to what's driving real results in the business.

> " *Best-in-Class marketing organizations are far more likely to leverage content and associated technologies to speed time to market and increase the function's contribution to sales forecasted pipeline.* "
>
> - Aberdeen Group

[12] http://www.ricoh.nl/Images/IDC_Executive_Insights_January2011_t_76-4420.pdf

## QUICK REFERENCE GUIDE: COMPARISON CHART

Now that you know the difference between ECM, project management, MAM, and DAM, how should you decide which option is right for you? Consider the following comparison:

| Capability | Project Management Tools | Marketing Asset Management Tools | Digital Asset Management Tools |
|---|:---:|:---:|:---:|
| File storage | • | • | • |
| Multi-channel asset distribution to print / direct mail / kits / HTML / email | | • | |
| Social media content customization and distribution | | • | |
| Marketing automation + CRM integration | | • | • |
| Automatic sending directly to approved vendors for print or promo goods orders | | • | • |
| Managed customization for brand and content control | | • | |
| 1:1 personalization | | • | |
| Intelligent logic for template customization | | • | |
| Interface and user experience designed for a distributed team | | • | |
| File security / access controls | | • | • |
| Advanced search | | Advanced search with keyword and metadata plus document search | Advanced search with keyword and metadata |
| Approval process for content creation (creative, legal, etc) | • | | |
| File editing workflow | • | | |
| File collaboration | • | | |
| Reporting | Project completion status | Distribution analytics, usage reports, content customization reports | Usage reports |
| Compliance & regulatory controls (locked / modular content, access controls) | | • | • |
| Targeted access to give specific content to certain users or groups | | • | • |

# SUMMARY

Within the lifecycle of marketing assets, each technology plays a role with a distinct purpose: project management guides the process of asset creation, DAM enables marketing teams to store and access media files, ECM governs the use of assets companywide, and MAM allows companies to access, customize, and distribute content that is on-brand, compliant, and approved anytime, from anywhere.

In business, and in life, knowledge is power. Dispelling the myths and understanding the differences between Project Management, Digital Asset Management, Enterprise Content Management and Marketing Asset Management will help you leverage each at the right time to drive real results for your organization.

For any additional questions, be sure to visit us at **www.marcom.com**

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