Digital Asset Management

Communications Plan & Template

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1. Communication Milestone Timeline

Introducing the DAM project

Project kick-off meeting with all stakeholders. Introduce executive sponsors, share change management strategy, and answer the question "what's in it for me" for each stakeholder group.

User training

With two weeks to go until launch, now is the time to train users on the system. Provide clear documentation and define support processes.

User engagement and feedback

Make launch day an exciting experience, with in-system activities planned and fun games. Be ready with launch-day support so that you don't risk losing buy-in on the first day due to a systems issue.

6+ weeks

2 weeks

LAUNCH!

4 weeks

Admin training and engagement

The DAM setup is underway, so it's time to begin training admins. Let them see configurations, gather feedback early, and give them clear outlines of their roles within the system, and processes to execute.

Pre-launch

Key reminders & hype

Launch is just around the corner! Let the organization know what's coming, and why it's such an important event for the company. Share DAM benefits and set expectations, including what launch day is going to look like.

Post-launch

Ongoing user adoption & change management comms

Set up regular DAM touchpoints with stakeholders and maintain a clear and transparent feedback process. Ensure support is available to users, and continue to engage with them in fun ways.

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2. Sample Communication Plan

Communication	Audience	Frequency	Goals
Kick-off meeting	All stakeholders, vendor	Once	Clearly communicate the goals of the DAM project, and review implementation plan.
Partners meeting	External stakeholders	Once	Communicate the goals of the project, set expectations for process changes, and set up training.
DAM status emails	All stakeholders, vendor	Weekly until launch	Update stakeholders on status of implementation tasks, including IT and training. Include group-specific information.
Change management status meeting	Change managers, executive sponsors	Weekly, then as-needed	Meet with change managers and executive sponsors to identify barriers to user adoption, and update on status/improvements.
Pre-launch communication	Stakeholders (or company)	Once	Generate excitement around upcoming DAM launch and setting expectations.
Launch-day communication	Stakeholders (or company)	Once	Launch the DAM! Generate excitement and engage users/employees within the DAM.
Post-launch emails & feedback meetings	Stakeholders, vendor	Ongoing, monthly	Provides status updates on features, highlights tips/tricks in the DAM, success stories, performance metrics, address feedback and answer FAQs. Helps to maintain user adoption and show the DAM's value.

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3. Key Audiences

Creative / Design Team

Marketing Team

Social Media Team

Web & eCommerce Team

General / Casual Users

DAM Owner & IT

Executive Team

External Users: Partners, Distributors, Agencies, Media

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3.1 What They Need to Know

- What is the new DAM?
- Why are we making this change (value-based responses specific to each user group)?
- What's in it for me (answer this specific to each user group)?
    - This is information you should collect during the assessment period, and have taken into account prior to selecting your DAM.
- Summary of all the changes to systems, processes, etc.
- What support and training will be available?
- How can I be involved in this process, provide feedback, etc.?

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3.2 DAMs are always evolving – this is an ongoing journey.

Monthly Checkpoints

DAM Champions

Feedback Loops

Adoption Analytics

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4. Common DAM Value Propositions

Centralize & Share Brand Assets

Centralizing our content into the DAM lets us better organize the assets to be more searchable and accessible to the people and teams that need them. It also facilitates the sharing of content with our internal and external partners. This approach increases team productivity, helps us ensure brand consistency through better version control, and empowers partners to leverage our assets towards the goals we set with them.

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4. Common DAM Value Propositions

Automate Workflows & Processes

Although the DAM is a large system, it allows us to connect to important tools within our tech stack in order to automate our workflows and processes, specifically as they pertain to creative design, reviews and approvals. By removing the need to move between multiple systems, and by leveraging automation for tedious tasks, we're able to boost individual and team productivity so our users can focus on other tasks, like creating the world-class content our brand is known for.

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4. Common DAM Value Propositions

Govern Global Rights & Licensing

As an international brand, we leverage our assets across global markets. As such, it's important we properly manage rights, both for the content we license and the content we publish, to protect our IP and those of our creative partners. The DAM helps us achieve this, ensuring we remain in compliance with these asset rights everywhere in the world, while protecting our IP at the same time.

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4. Common DAM Value Propositions

Sales & Partner Enablement

Our sales team and external partners are vital to the success of our organization. The DAM will provide them direct access to on-brand, approved content they can leverage to meet their targets and goals, while also allowing us to understand and manage how our assets are being used externally.

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4. Common DAM Value Propositions

Measure Content Performance

The digital asset management platform provides us with important metrics we can use to understand how our content is performing in the market, which assets are working and which aren't, and to understand how that content is being used. This will give us better insights to leverage when deciding on whether or not to reuse existing content, or how to build new content optimized for our target audiences.

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5. Common DAM Objections

The assets I need are stored where I can find them.

Centralized digital asset management lets *everyone* find the right assets for the projects they're working on, controls access to those who should have it, helps us manage rights compliance, and maintain proper versioning. Saving assets locally, or storing them in decentralized locations, increases the risk of brand and rights violations, and makes it harder for everyone to do their work.

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5. Common DAM Objections

I don't understand how the DAM will impact our complex processes.

The digital asset management platform should simplify our processes by making assets easier to find and access, along with all the necessary metadata we require. We also have the opportunity to integrate the DAM with other systems, creating a consistent and streamlined process flow for our creative and marketing teams. Training and documentation will be provided to help understand these new processes and systems.

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5. Common DAM Objections

We should have selected a different DAM.

As part of the DAM vendor selection process, we established a stakeholder committee to develop a set of criteria and goals for this project. After a rigorous process where several vendors were evaluated against those criteria, we selected the DAM that best served the needs of the organization as a whole. Each DAM has its own characteristics and excel in some areas over others, but ultimately we are confident the selected DAM will meet the goals set out at the beginning of this process.

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5. Common DAM Objections

I can't do 'X' within the DAM, so I don't want to use it.

As part of the DAM vendor selection process, our stakeholder committee identified required features and functionalities so that all users could perform their duties within the platform. We maintain an open line of communication with the vendor to share feedback on the platform with them. Please don't hesitate to share your thoughts with us through the feedback channels we've already communicated, and we can address them with the vendor.

There is no option to 'not use' the DAM. All of our processes and digital assets are being managed from within the platform, and we are satisfied you have the right tools at your disposal to complete your tasks.

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5. Common DAM Objections

I don't want to learn another big software.

The digital asset management platform is a big system that hosts countless assets for us, as well as important data. It connects to other platforms in our tech stack, and touches many important processes. As part of implementation, you will be provided with training, documentation, and given access to support resources to help you along the way. This is a big project for all of us, but we're committed to ensuring everyone gets the support they need!

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6. Ideas for enjoyable DAM engagement

One of the best ways to encourage engagement is have users access the DAM in a fun way. Here are some ideas!

1) **Launch-day scavenger hunt:** Give users a list of clues they can use to identify keywords they need to find hidden items in the DAM.

2) **Power-user peer rewards:** Recognize users for their activity in the DAM, either through user-based metrics or peer-submitted nominations.

3) **DAM Champions program:** Give users the ability to share their knowledge with peers, such as within a forum Q&A format on your help center, to create DAM champions to both boost adoption and support other users.

4) **Feedback recognition:** Reward users for providing actionable feedback that either improves the DAM's setup or processes in a meaningful way.

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