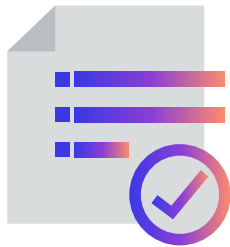**MarcomCentral**®

# Getting Started with your Digital Asset Management Tool

Audit your current assets

Create a list of all the different files that you think will need to be stored in your DAM. Your audit list has the potential to be very large, so we'd recommend starting with your 'business critical' assets.

Create a folder structure

Ensure that files can be easily found by developing an organized folder structure. Try your best avoid any overlap in the contents of your folders. Ideally, there is only one folder that an asset lives within.
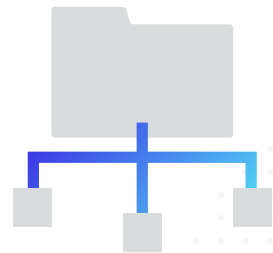
Upload your assets and add metadata

As you upload files, be sure to accurately describe the contents of the assets for improved searchability. Metadata information such as Name, Description, Author, Date Created, and Tags will be extremely helpful when it comes time to search for a particular asset within your DAM, especially when you have hundreds or thousands of files to search through.

Re-evaluate consistently

In order to keep your DAM organized, it will require some maintenance along the way. Taking the time to re-evaluate your digital asset management tool every now and again will ensure that your team avoids file sprawl.