What They Don’t Know
And how you can help

2013 Internet Librarian
About Me

David Diamond
Director of Global Marketing
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- DAM Industry 15+ years
- Author “DAM Survival Guide”
  picturepark.com/free-dam-book
- 2013 “DAMMY of the Year”
Agenda

• Digital asset management killers – your opportunities
• Connecting with DAM prospects – your inroads
• Next steps
Digital Asset Management Killers

The topic is too big and too abstract

- Don’t know where to start; don’t know where to stop
- Can’t see the project from a neutral perspective
- Goals are unclear and uncertain
Digital Asset Management Killers

Too much Democracy in all the wrong places

• Buy-in becomes too valuable and leads to compromise
• Can’t-say-no leads to bloat and pointless collections
• Lack of ownership leads to no decision-making
Digital Asset Management Killers

No training, follow-up or recurring evaluations

• Confused users don’t know where to turn
• Problems persist because no one asks what’s wrong
• Evolution stifled because of “it ain’t broke” syndrome
Connecting with DAM Prospects

Make yourself visible on their stage

• Content marketing – Make clear what you do and why it matters
• Guest blog – DAM sites are always looking for writers
• Social media, LinkedIn
Connecting with DAM Prospects

Speak their language and feel their pain

• Stay benefits focused—describe a world that’s better and attainable
• Aim to inspire, not impress
• What they need is more interesting than what you know
Connecting with DAM Prospects

Build partnerships

- DAM Guru Program (DAMGuru.com) – mentor others, provide advice
- DAM vendors, integrators – offer to train staff
- DAM conferences – offer to speak
Next Steps (you can take today)

Learn the lingo for free

• picturepark.com/webinars
  (form-free viewing)
• picturepark.com/free-dam-book
  (101-page free excerpt)
• picturepark.com
  (Digital Asset Management menu)
Next Steps (you can take next week)

Create content

- Draft a list of topics that each feature your expertise in simple, DAM-related terms
- Unique ideas are great, but not necessary
- Write 3 pieces; then ask me for referrals
Resources for more learning

Books
The Accidental Taxonomist
The DAM Book
DAM Survival Guide

Organizations
Createasphere
DAM Foundation
DAM Meetup groups
Henry Stewart Events

Websites
Another DAM Blog
ControlledVocabulary.com
DAM Coalition
Digital Asset Management News
LinkedIn DAM-related groups

Visit picturepark.com/hero for direct links.
Thank You

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