



# Marketing Asset Management Checklist

Are your marketing assets working as hard as they should? In today's content-rich world, disorganized, inaccessible, or outdated marketing assets cost you time, lead to inconsistent branding, and slow down campaigns without you even realizing it.

This checklist gives you the exact blueprint top brands and agencies use to bring

order to their creative chaos, ensure brand consistency, boost team productivity, and maintain a polished, professional, and efficient asset library.

## **How to Use These Checklists:**

1. Go through each item systematically.
2. Mark “[ ]” if the point is done or applies to your current situation.
3. Mark “[ ]” if the point is not

done or needs attention.

4. For “[ ]” answers, note down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

# **I. Assessment & Planning**

Identify All Marketing Assets:

[ ] Create an inventory of all existing marketing assets (e.g., logos, images, videos, presentations, templates, brochures, ad copy).

Audit Current Storage & Access:

[ ] Where are assets currently stored (e.g., shared drives, individual computers, cloud storage)?

Who has access to which assets, and how are permissions managed?

Identify Pain Points:

What are the current challenges (e.g., difficulty finding assets, version control issues, inconsistent branding, security risks)?

Define Requirements:

What features are essential for a new or

improved asset management system (e.g., searchability, versioning, collaboration, analytics)?

Stakeholder Buy-in:

[ ] Are key stakeholders (marketing, sales, legal, design, IT) involved and aligned on the need for a solution?

## **II. System Setup & Configuration (if**

## **implementing DAM)**

Select a DAM/Storage

Solution:

[ ] Have appropriate Digital Asset Management (DAM) software or centralized cloud storage (e.g., Google Drive, Dropbox Business, SharePoint) been chosen?

Folder Structure & Naming Conventions:

[ ] Is a logical, intuitive folder structure designed for easy

navigation?

Are clear and consistent naming conventions established for all assets?

Metadata & Tagging

Strategy:

Is a comprehensive metadata strategy developed (e.g., keywords, descriptions, asset type, usage rights, dates)?

Will assets be consistently tagged upon upload?

## User Permissions & Roles:

Are clear user roles and permissions defined for who can upload, edit, approve, and download assets?

## Integration:

Will the DAM integrate with other marketing tools (e.g., CMS, CRM, email marketing platforms)?

## Security & Backup:

Are security protocols in

place to protect assets?

Is there a regular backup strategy?

### **III. Asset Ingestion & Organization**

Migrate Existing Assets:

Is a plan in place for migrating all existing assets to the new system?

De-duplication & Archiving:

Are duplicate or outdated assets identified and removed

or archived?

Upload New Assets:

Is a clear process established for uploading new assets, including metadata entry and tagging?

Version Control:

Is version control managed effectively so users always access the latest approved version?

Usage Rights & Licensing:

Are usage rights and licensing information clearly associated with each asset?

## **IV. Governance & Workflow**

Approval Workflows:

Are clear approval workflows established for new or updated assets?

Quality Control:

Is there a process for ensuring asset quality and adherence to brand

guidelines before approval?

Training & Adoption:

Is comprehensive training provided to all users on how to use the system effectively?

Is user adoption encouraged through clear communication and support?

Regular Audits &

Maintenance:

Is a schedule for regular asset audits (e.g., quarterly) to ensure accuracy and relevance established?

Is outdated or unused content regularly archived or deleted?

Feedback Loop:

Is there a mechanism for users to provide feedback on the system's usability and asset needs?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

# **What We Offer**

## **Growth Strategy and Planning:**

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

# **Digital Marketing**

## **Expertise:**

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

# **Marketing Technology and Automation:**

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

# **1:1 Coaching and Workshops:**

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

## **Consulting Services:**

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

# **Additional Areas of Expertise:**

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move  
beyond fragmented efforts  
and build a strategic,  
data-driven engine for  
sustainable growth—  
we'd love to connect.**



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