

# The Biggest DAM Implementation Must-Do's

From file migration to metadata tagging there's a lot to be done before implementing a DAM. Here are 12 things you should do before you begin.



## Get Endorsement From your Team

In order to ensure the smoothest transition possible, be sure to involve those who'll be using the system most from the very beginning. This communication and transparency will lead to better user adoption later down the road.



## Start with a Plan

Draft out a clear vision as well as the SMART goals you want the DAM to accomplish. These goals should be specific, measurable, attainable, realistic, and timely.



## Determine your Minimum Software Requirements

List your top feature and functionality priorities before you choose a vendor. By listing your top software requirements upfront, you'll avoid your list from becoming bloated or too expensive down the road.



## Train your Employees

Don't underestimate the importance of user training. Develop a robust and detailed training plan for your various user groups. This will require your main DAM project managers to work closely with your vendor to structure out a training model that's tailored to your organization's specific uses for the DAM.



## Build Out an Effective Metadata & Taxonomy Structure

The entire purpose of metadata management is the ability to reach that data quickly and easily. If there's difficulty in accessing the repository, then the whole reason for upgrading to a DAM is defeated. To apply consistent metadata, you'll need file-naming standards, defining keywords, caption or description styles and other controlled vocabulary that specifically define how information is assigned.



## Have a User Best Practice Agreement & User Compliance

Every company must adopt standards for metadata, asset tagging and keyword attribution. Also, draft a user handbook that outlines how they'll be expected to utilize the system. This will better ensure your database is clean, always up-to-date, and that everyone is adhering to the same best practices.



## Leadership Buy-In

Getting leadership buy-in for DAM can be tricky. You'll need to lay out a clear plan of why you want to implement DAM, what challenges a DAM would solve, what the potential ROI could be, and how it will help streamline productivity and collaboration. This may require you to crunch some actual numbers to show how many resources and dollars are being wasted in order to prove its worth.



## Set-up to Prove ROI

Once the DAM has been implemented, you'll need to show your leaders one way or another the actual value of the DAM. At some point, they'll want to know if the expense was worth it. Before even rolling out the system, know what type of reports and user feedback you'll need to collect to showcase its ongoing value.



## Communicate With your DAM Vendor Regularly

It's essential to stay in contact with your DAM vendor to have a successful implementation. Attempting to decipher a new software while simultaneously deploying will be daunting if done alone. Use your vendor as a resource to alleviate the process.



## Build your DAM with Scalability in Mind

Be sure you're thinking long-term when it comes to DAM implementation. Just because you don't have 10,000 assets ready to go today, doesn't mean that you won't accumulate a larger library in the future. The DAM will need the ability to evolve with the changing tides of your business.



## Set Realistic Expectations

Choosing between the must-haves and the nice-to-haves is extremely important when choosing a DAM solution. No technology will work perfectly 100% of the time, but keeping constant communication with your DAM vendor will allow for open conversations about customization and add-on possibilities.



## Choose the Right DAM Solution to Fit your Business Needs

Choosing the right DAM vendor for your business is vital to a successful DAM launch. Ensure that your vendor prospects will be able to support how you need to utilize the DAM. If you have must-haves on your list, there's no sense choosing a DAM because it's cheaper if it can't actually do what you'll need it to do.



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