

# DAM for content distribution

How DAM helps companies distribute content to external partners and stakeholders

## Content sharing with external parties

It's difficult to get the right content in the right hands at the right time, especially if you're working with people outside your organization like dealers, agencies, resellers, and partners. Accessibility to marketing content such as branding materials, product content and campaign assets continues to be a hurdle for many organizations when it comes to collaborating with external parties. Modern organizations don't work in silos - enter partners, distributors, dealer networks, and third parties.

## Slow time to content is killing sales

External dealer networks and internal sales teams need content to go to market quickly to remain competitive. Slow time to deliver content means that sales teams must wait for product visuals distribution in order to bring in new sales. Wasted time that kills sales. Common reasons why distributing content isn't always easy:

- File attachments are too big for email or file transfer services
- It's difficult to give external parties access to specific marketing content and data.

## DAM for content distribution

Where email, FTP and B2C file transfer platforms fall short, DAM picks up the slack. With Bynder's intuitive DAM (digital asset management) platform, you'll be able to:

- Invite external partners to submit content directly to your content library for approval.
- Send out collections of content to external partners for use on their own e-commerce sites or marketing purposes.
- Sent the wrong file? Rip and replace it with the collections feature - externals use the same link, you change the content out.
- For companies who want to give more autonomy to external content consumers, using an Open Asset Library for specific types of content may be a good solution.