



Tips for Taking and Organizing Marketing Media

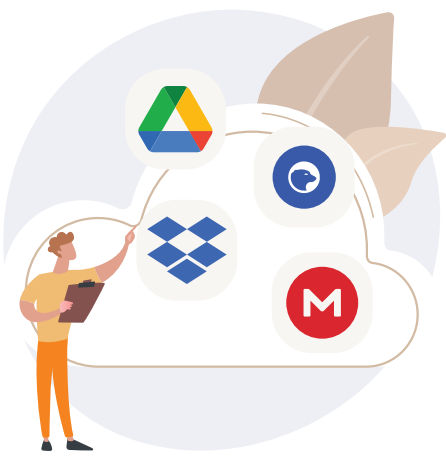
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Organization=Optimization

If you're a marketing professional, then you know that files are flying everywhere, all the time. But you need those valuable assets to create and drive your marketing goals.

You also need to think about making your system accessible to other team members and stakeholders, especially if you're partnering with a marketing agency.

Try our quick tips for organizing your marketing media thoughtfully and systematically!



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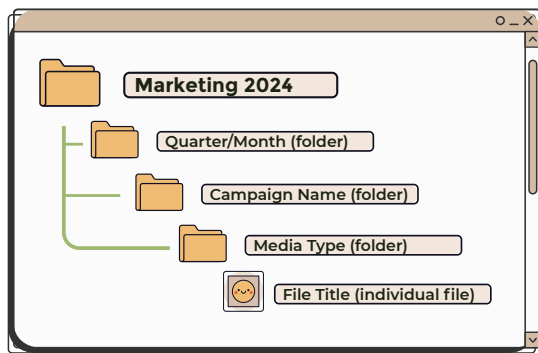
Choose a Cloud-based Content Management System

Opt for something accessible, easy-to-use, and shareable but secure. Good options include:

- Google Drive
- Icedrive
- Dropbox
- MEGA

Create a Consistent Folder Structure

The best structures typically work from the top down and stay consistent. Here's an example:



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Review and Update Assets Regularly

Set a reminder to audit your assets once a quarter or at least once a year.

Pro tip: choose a season where you typically have more downtime. When you look at each folder and its assets, decide:

- Can I refresh and use this again?

NO =archive

YES =file into a "Refresh for [YEAR]" folder



Remind Your Team to Use the System

You and your colleagues are the best resource for personal, impactful content for your marketing efforts. Teach your team to:

- Take and share videos to a designated folder
- Take and share photos to a designated folder
- Share anecdotal quotes or customer testimonials

Go through what's shared, move it into your more robust marketing folder system, and you'll have an endless supply of top-notch media to share.

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Need a partner to make this process less painful? Talk to the marketing team at BoxCrush.

We specialize in a wide range of marketing services that include social media, blog writing, infographic creation, branding, logos, and more.

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