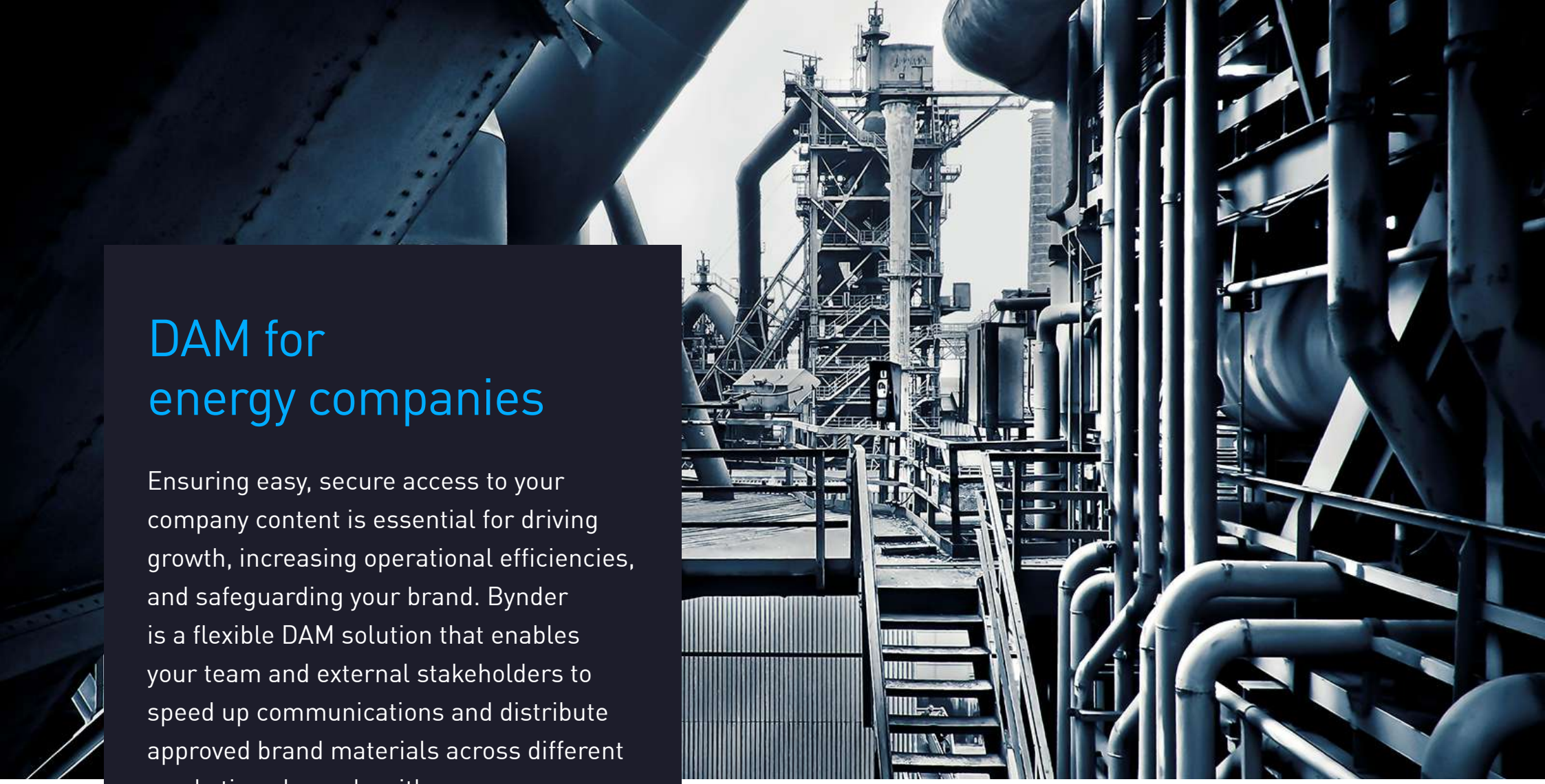


bynder

Future-proof digital asset management for forward-thinking oil, gas and energy brands

Smart content and marketing solutions to enable faster time to market and brand identity protection for oil, gas, and energy brands.



DAM for energy companies

Ensuring easy, secure access to your company content is essential for driving growth, increasing operational efficiencies, and safeguarding your brand. Bynder is a flexible DAM solution that enables your team and external stakeholders to speed up communications and distribute approved brand materials across different marketing channels with ease.

What is DAM for energy companies?

Oil, gas and energy companies face enormous pressure due to industry volatility caused by M&A and the process of transitioning to clean energy from non-fossil fuel sources.

In an increasingly digital era, companies must embrace new technology to help boost operational efficiencies and aide productivity if they're to survive (and thrive) in an ever-changing industry.

A recent PricewaterhouseCoopers report states that given the mega trends shaping this sector, companies must focus on executing the most resilient, future-proof strategy for their capabilities.

Bynder's centralized digital asset management solution allows your internal teams and external partners to increase the efficiency of marketing and launch campaigns by giving them flexible, controlled access to approved materials for distribution.

Brand reputation and identity is protected at all times with approved assets being stored in a single secure location. Approving and revoking access is easy, giving you complete control over who can see content assets, and for how long.

If inconsistent content creation and slow distribution of your critical brand materials are standing in the way of your growth, consider re-evaluating how foundational technologies (such as DAM) could support your business goals.

Why do energy companies need DAM?

Challenge 1:

Nobody can find the digital assets they need

Your team needs to find and use the assets that have been created for your company, but they can never find them—especially when they're needed most (i.e. critical events such as sending assets to the press.)

This results in colleagues creating their own assets, storing them in multiple places, and creating duplicate content, which risks creating inconsistencies in your branding and messaging.

Challenge 2:

Safeguarding your company's brand

It's a struggle trying to ensure that your partners and sponsors are delivering correct and consistent messaging for your company. While you can't control every aspect of how your brand is perceived, you can at least influence it.

Logos, fonts, press images, and company boilerplates need to be kept consistent and up to date to avoid external parties damaging your brand identity. It's hard to control the distribution of your assets to the right people and be able to quickly and easily revoke access to content when you need to.

Challenge 3:

Slow time to content

Getting your digital assets to the right people on demand can cause frustrating delays and downtime. Accessibility to marketing content such as brand materials, product content, and campaign assets is a huge obstacle when it comes to collaborating with media, agencies, and external parties.

Slow and scattered systems are standing in the way of you quickly locating the right content and distributing it efficiently to the right people at the right time. This means that your organization isn't able to execute quickly and can miss opportunities to gain a competitive edge in a rapidly-changing landscape.

How does Bynder help?

Benefit 1:

Centralized content

Increase operational and marketing efficiency while ensuring brand consistency by eliminating the need for duplicate content creation. Bynder enables your colleagues to find and access the content they need on demand. Centralizing content with DAM means all information in your content library can be found and used quickly and easily so you can focus on tackling strategic objectives instead of hunting down assets.

Benefit 2:

Accessibility across markets

Simplify access to your content and enable the use of approved brand assets by the right people across the right channels. Bynder helps energy companies gain additional control over their most important information with flexible sharing permissions and the ability to revoke access swiftly if required. Built-in analytics help you keep track of who's using your assets and how they're using them so you can ensure your brand is being represented correctly at all times.

Benefit 3:

Brand management

You'll never have to worry about whether you've shared incorrect or outdated content again. Exchange your most important digital assets quickly and securely and enable your key stakeholders by providing them with the specific, approved brand materials they need for multi-channel distribution. Bynder's solutions reduce the complications of managing your brand reputation across global entities, subsidiaries, media, and external partners.

Benefit 4:

Internally-focused brand communication

A centralized hub for internal communications enables your team members to work more efficiently together for optimized growth and operations. Save hours of time not having to send repetitive emails and calls, and reduce the risk of your team missing out on critical information. A dedicated, customizable homepage allows rapid sharing and communication of important company news and updates.



Other key benefits

Speed up content creation

Ensure consistency of brand content

Track how your brand content is being used internally and externally

Allow and restrict access to brand content to ensure it's seen by the right people at the right time

Rapid sharing of brand collateral

Secure, fast transfer of digital files

Watermarking capabilities ensure your assets aren't being used in the wrong places

Features

Asset Library

Centralized digital asset management with user permissions, access controls, and configurable taxonomies.

Homepage

A dedicated, customizable homepage to keep everyone in your company up to date with important news and information.

Guidelines

Ensure consistency and correct usage of brand assets across markets, dealerships, and event sponsorships.

Sharing

Share your content with Collections and Bynder Express to track all distributed content (and revoke access if needed)





Is your oil and gas organization ready to streamline its marketing?

Start your free trial