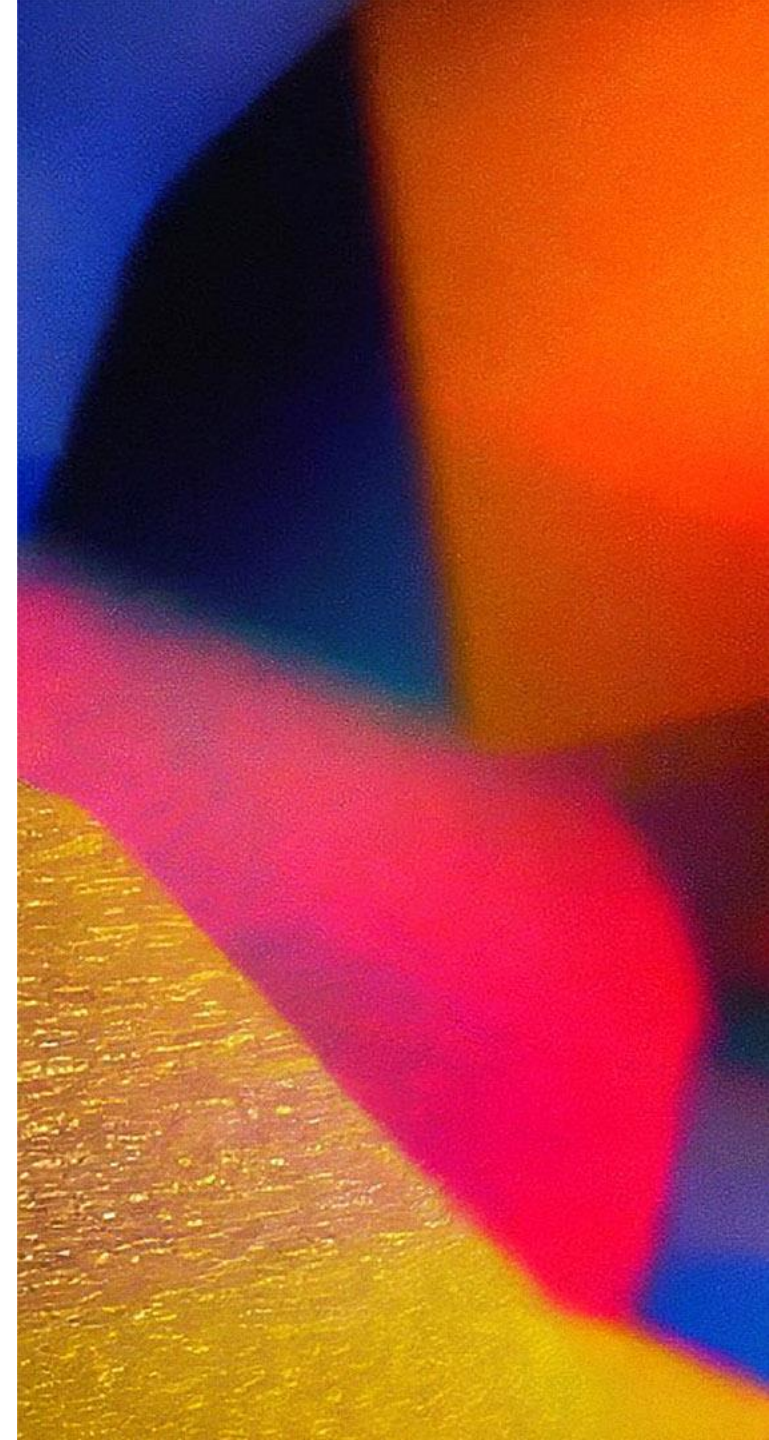


From Content Chaos to Content Reuse: How Marketing Teams Move Faster with AEM Assets

August 19, 2026



References & Further Reading

- [Assets: Overview](#)
- [AEM Best Practices](#)
- [Building your Adobe Experience Manager Assets team](#)
- [Assets: Assets Ultimate Overview](#)
- [Assets: Assets Prime](#)
- [Assets: Architecture](#)
- [Manage: Add Assets](#)
- [Manage: Organize Assets](#)
- [Manage: Manage Collections](#)
- [Admin: Developer Reference Material Apis](#)

This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

Agenda

Learn how AEM Assets helps marketing teams bring order to content chaos and unlock more value from existing content. If your teams struggle with scattered files, version confusion, unclear approvals, or duplicated work, this webinar will show how a modern DAM can help streamline content operations and improve reuse across the organization. Attendees will also see best practices, practical examples, and demos that bring these concepts to life and show what better content management looks like in action.

This is the first session of a 4-part AEM series with the remaining webinars happening in September.

Start Time	11:00 a.m. PT/2:00 p.m. ET
2 minutes	Welcome & Introductions
40 minutes	AEM Assets Presentation + Demo
15 minutes	Q&A
3 minutes	Survey, Upcoming Events
End Time	12:00 p.m. PT/3:00 p.m. ET

Today's Presenter

Colin Horey

Customer Success Manager, Adobe
Experience Manager



Adobe

AEM Assets Foundations

Part 1 - Content Chaos to Content Reuse

Colin Horey- Solution CSM



Why AEM Assets Matters

AEM Assets helps marketing and creative teams find, govern, and activate the right content—faster.



The Challenge



Time lost searching for the right logo or asset



Unclear which version is approved



Chasing stakeholders for feedback



Recreating content that already exists

Slower campaigns, brand risk, and reduced productivity.



The Solution



Centralized, organized repository that's easy to find



Built-in governance with approvals, metadata, and lifecycle



Streamlined review and approval workflows



Reuse and repurpose content across every channel

Eliminate silos. Save time. Get more value from your content.



The Outcome



Faster campaign execution



Stronger governance and brand consistency



Better collaboration across teams



Better customer experiences

Maximize impact with the content you already create.

What We'll Cover Across the 4-Part Series

A journey from content chaos to omnichannel impact with AEM Assets.



1 Part 1- From Content Chaos to Content Reuse: How Marketing Teams Move Faster with AEM Assets

- Why AEM Assets matters for marketers
- The content management problem
- DAM value, lifecycle, and use cases



2 Part 2- Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance

- Metadata, taxonomy, and governance
- How assets get organized at scale
- Tagging and search strategies



3 Part 3- The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets

- Users, roles, and access patterns
- Who touches DAM and how
- Operating model considerations



4 Part 4- From Approved to Activated: Powering Omnichannel Marketing with AEM Assets

- Activating approved content
- Downstream channel delivery
- Omnichannel confidence at scale

The Content Management Problem

- Assets scattered across drives, email, chat, and agency systems
- Teams spend hours searching for the right file
- Approval status is unclear or undocumented
- Content gets recreated instead of reused



What AEM Assets Is



Find It

- Central repository for all approved digital assets
- Search by metadata, tags, or folder structure
- One place every team can trust



Govern It

- Approval workflows built into the system
- Lifecycle management from creation to expiry
- Permissions control who can use what



Activate It

- Assets ready for downstream channels
- Supports web, email, social, and commerce
- Reuse at scale without recreation

Value AEM Assets Creates for Marketing Teams



Speed and Efficiency

- Faster campaign assembly
- Reuse approved assets instead of recreating



Trust and Clarity

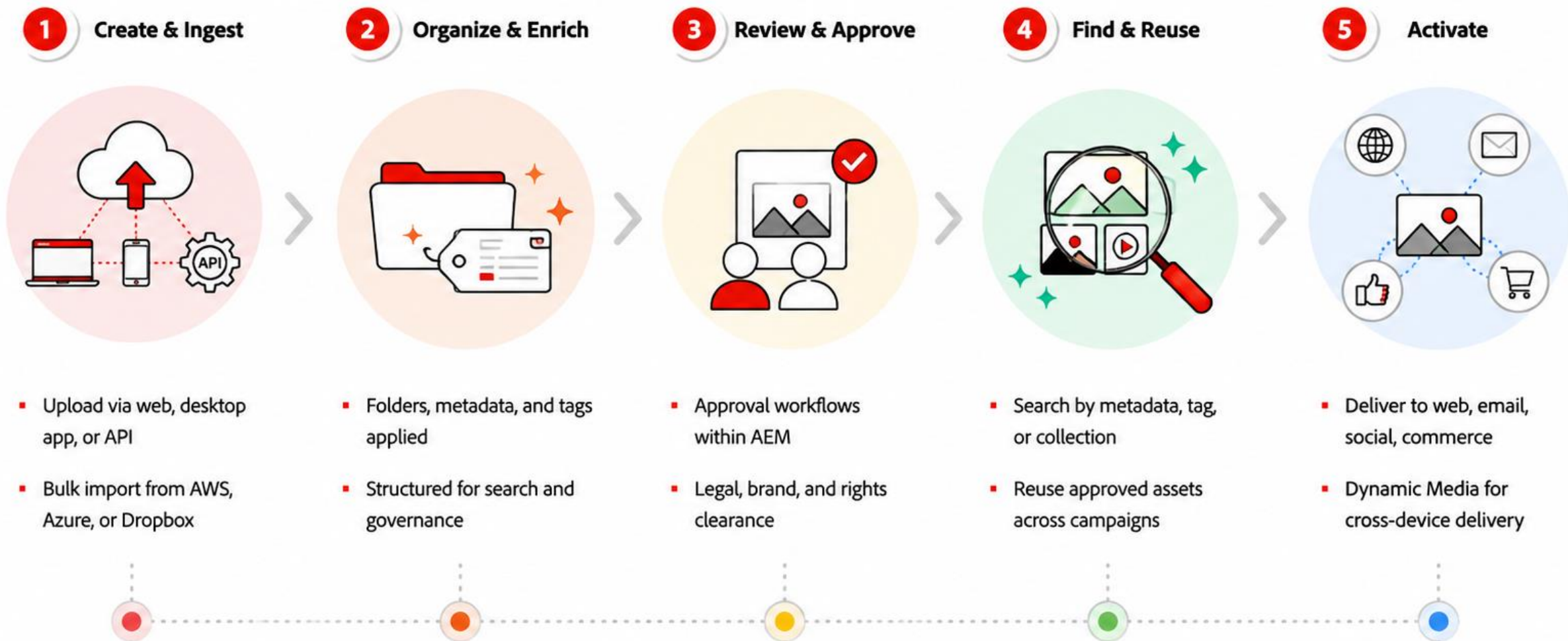
- Clear approval and rights status per asset
- Confident omnichannel execution



Consistency at Scale

- On-brand content across regions and teams
- Easier handoff to agencies and partners

AEM Assets in the Content Lifecycle



AEM Assets Serves Multiple Marketing Roles



Marketers — find and reuse approved content for campaigns



Creatives — upload and access assets via Adobe Asset Link in Photoshop and Illustrator



DAM managers — govern structure, metadata, and lifecycle



Legal and brand approvers — review and clear assets before use



Regional teams, agencies, and channel teams — consume approved assets downstream



Where Marketers Feel the Impact First



Campaign Launches

- Seasonal or product launches with approved asset kits
- All hero images, cutdowns, and variations in one place



Global-to-Local Reuse

- Regional teams adapt from a governed global library
- Consistent brand, localized execution



Cross-Channel Consistency

- Same approved asset across email, web, social, and retail
- Agencies pull from the same source of truth

WKND

- Global outdoor apparel brand launching a winter campaign
- Assets needed for email, web, social, and retail partners
- Teams involved: brand, legal, regional marketers, and agencies
- Challenge: getting approved content to the right teams, fast
- We'll use WKND in demos and examples across all 4 parts

WKND

MAGAZINE

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FAQS

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What a Mature DAM Experience Feels Like



Find It Fast

- One trusted place for all approved assets
- Search and filter that actually surfaces the right file
- No more digging through drives or Slack threads



Trust What You Find

- Every asset shows approval and expiry status clearly
- Rights and usage metadata are visible and current
- Teams can act confidently without chasing approval chains



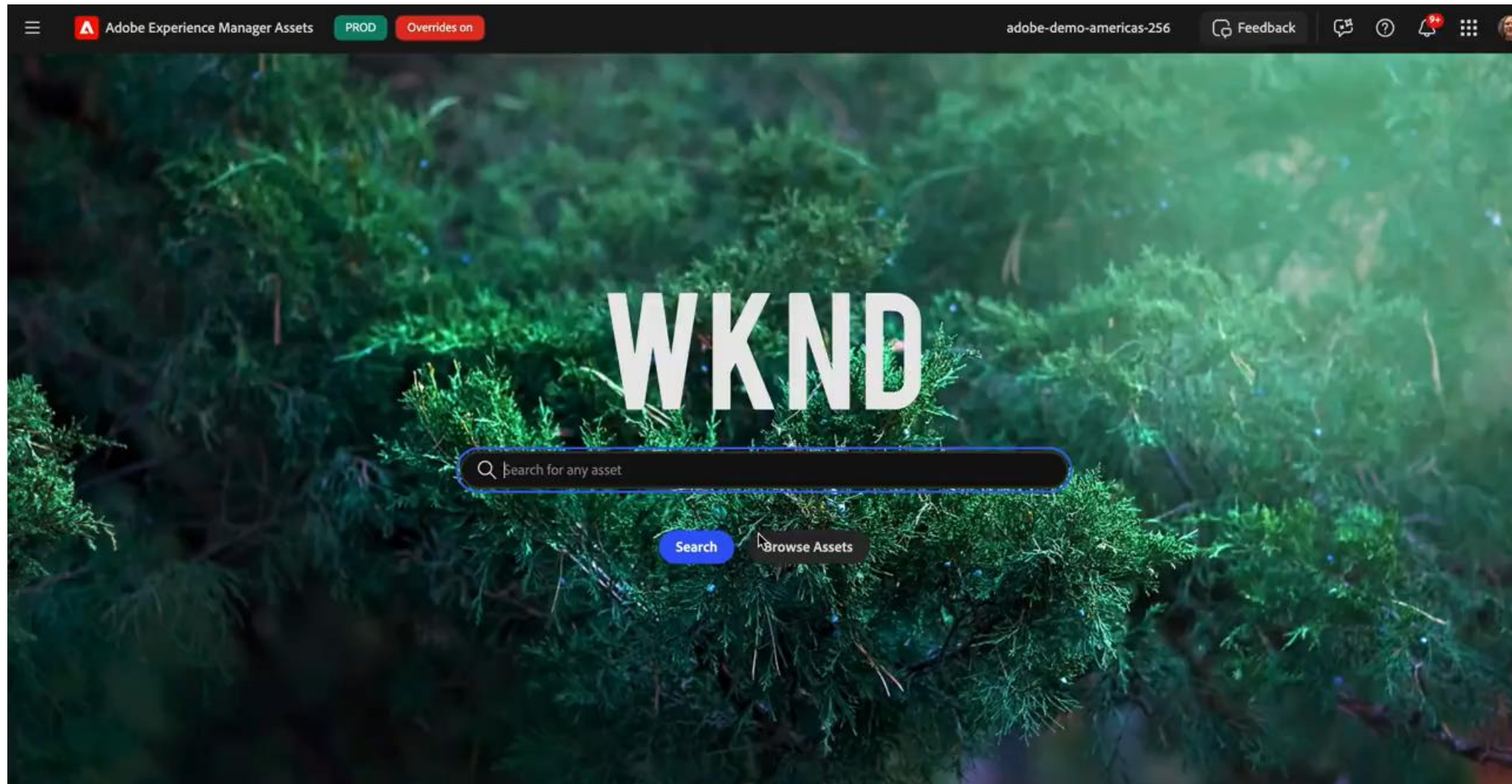
Move Without Friction

- Reuse existing content instead of rebuilding it
- Clean handoffs from brand to regional to agency teams
- Activation-ready assets for every channel

Demo: Find Approved Campaign Assets Fast

- Scenario: A marketer needs approved winter campaign assets for North America email and paid social
- Step 1 — Search for winter campaign assets in AEM Assets
- Step 2 — Filter by status (Approved) and type (image)
- Step 3 — Review asset details: approval status, tags, and metadata
- Step 4 — Identify reusable assets and related collections

Demo: Find Approved Campaign Assets Fast



Key Takeaways from Part 1



What AEM Assets **Really** Is



A governed system, not just storage

- Built on a cloud-native, microservices architecture that scales with demand



Marketer value comes from findability, trust, and reuse

- Speed comes from reusing approved content, not recreating it



What Makes It **Strategic**



DAM becomes strategic when it supports real campaign workflows

- Seasonal launches, global-to-local, and cross-channel consistency are the proof points



Metadata and governance are what make reuse scalable

- Part 2 goes deep on taxonomy, tagging, and governance structure



Customer Resources: Learn More About AEM Assets

Continue your learning with these foundational resources.



1 **AEM Assets overview** — what it is and how it supports DAM at scale

- Start here for the official product overview and capability summary



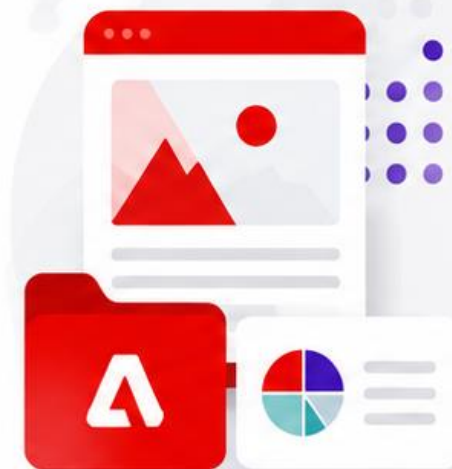
2 **Best practices for getting started** — foundational planning guidance

- Covers how to approach your first AEM Assets deployment effectively



3 **Building your AEM Assets team** — role archetypes and operating model

- Useful for anyone planning governance and team structure



Event Feedback

Before you go, please take less than a minute to share your (anonymous) feedback on today's event via [this short survey](#).

AEM Updates

Upcoming Events, Latest News, and More

AEM Assets Series: Experience League

- An Event Series overview post has been published to the Experience League Community
 - All upcoming registration links
 - Recordings from past events
 - Resources and summaries
- Subscribe to the post to receive all updates
- Ask questions and share key takeaways

[See the post here!](#)

[Event Series] AEM Assets Foundations

Translate All 0 replies · 0 views

 **NicholeVargas** 
Adobe Employee · 1 minute ago



We're excited to partner with the Adobe AEM Customer Success team for a 4-part event series to help teams turn AEM Assets from a repository into a true part of the marketing operating model.

Across these sessions, you'll build a working understanding of Adobe Experience Manager Assets - including how it supports content reuse, governance, collaboration, and omnichannel activation. Whether you're a marketer or work alongside one, you'll come away knowing not just what AEM Assets does, but how it helps your team find approved content faster, improve consistency, reduce duplication, and support business goals across every channel

Each session will offer a mix of live presentation, demo, Q&A, and more: Sessions include:

- August 19 - From Content Chaos to Content Reuse: How Marketing Teams Move Faster with AEM Assets
- September 2 - [Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance](#)
- September 16 - [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- September 30 - [From Approved to Activated: Powering Omnichannel Marketing with AEM Assets](#)

This post will serve as a central location for:

- Registration links for upcoming sessions
- Event recordings after they happen
- Related resources and documentation

Don't forget to click the star at the bottom of this post to subscribe, so you'll automatically receive notifications as new recordings and resources are added.

Hope to see you there!

Experience Manager Assets  Edit tags

RSVP for the Rest

This 4-part AEM Assets series will continue throughout September, so be sure to register for the remaining sessions using the links below or through the Events page on Experience League.

- September 2 - [Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance](#)
- September 16 - [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- September 30 - [From Approved to Activated: Powering Omnichannel Marketing with AEM Assets](#)

If registering through Experience League, select Product = Adobe Experience Manager Assets to filter the list of upcoming events!

+ More on Experience League!

Connect



Register for upcoming events and find past event recordings on [Experience League](#).



Ask questions to your peers via the [AEM community](#) on Experience League.



Join a local or virtual [AEM User Group Chapter](#).

AEM Skill Exchange

Missed out on the virtual AEM Skill Exchange earlier this month? No worries – [watch sessions on demand](#) via the Events page on Experience League (filter for Type = On Demand, Series = Skill Exchange)

Continue the Conversation!

There is also a virtual AEM User Group, Beyond Skill Exchange: Champion Office Hours with Gary Howell & Peter Stolmar TOMORROW, August 20 at 8am PT / 11am ET. [Register here.](#)

The Skill Exchange
The Skill Exchange is a global series of virtual customer learning events, focusing on diving deeper into Adobe Experience Cloud solutions. This program provides opportunity to learn from Adobe product experts and expert peers through sharing of best practices and tips & tricks.

Experience Manager x Experience Manager Assets x Experience Manager Forms x The Skill Exchange x On-Demand Events x

16 events and recordings

Grid List Sort Newest

ON-DEMAND EVENT

ON-DEMAND EVENT

ON-DEMAND EVENT

EXPERIENCE MANAGER
Opening Keynote at The Skill Exchange
Join us for the Opening Keynote at The Skill Exchange and kick off your learning journey...

EXPERIENCE MANAGER
Scalable Content Workflows
Learn how to improve your content workflows...

[Experience Manager] Champion Office Hours
Beyond The Skill Exchange: Champion Office Hour with Gary Howell & Peter Stolmar
Aug 20, 9:00 – 10:01 AM (MDT)

Looking to continue the conversation after Experience Makers The Skill Exchange? The conversation isn't over.

At Skill Exchange on August 12, AEM experts Gary Howell and Peter Stolmar took the stage — Gary with Scaling Content Creation with Product Launch Accelerator and Generative AI and Peter with Scalable Content Workflows for Authoring and Asset Governance. Now, they'll host an open office hour built for one purpose: to keep that dialogue going with you.

This is your chance to bring the questions you don't get to ask live, the use case you're still working through, or the challenge you hit the moment you tried applying what you learned. Come with your real-world scenarios — Gary and Peter will be here to work through them live.

What you'll walk away with

- Direct answers from two AEM experts on scaling content creation with generative AI and building governed, scalable authoring workflows — grounded in what they're seeing in real implementations, not just theory
- Practical next steps you can bring back to your own AEM Assets projects, whether you're piloting a launch accelerator or tightening up governance across teams
- A stronger connection to the AEM Champion community, with the chance to swap notes with fellow practitioners tackling similar challenges

Here's what to bring with you

- The product launch or content-scaling use case you're trying to accelerate with generative AI
- Authoring and asset governance challenges from your own implementation
- Questions you wish you'd asked on August 12
- Best practices you've picked up (or want to pressure-test) with the group

Format: Open discussion, not a lecture — come ready to unmute or drop questions in chat.

Who should attend: AEM practitioners, developers, admins, and DAM librarians

We can't wait to see you there!

Login to RSVP