MARKETING HUB Quick Reference Guide

Adding and Editing Assets

HOW TO ...

- Prepare asset files for posting
- Add a digital asset
- Edit asset metadata
- Publish the asset

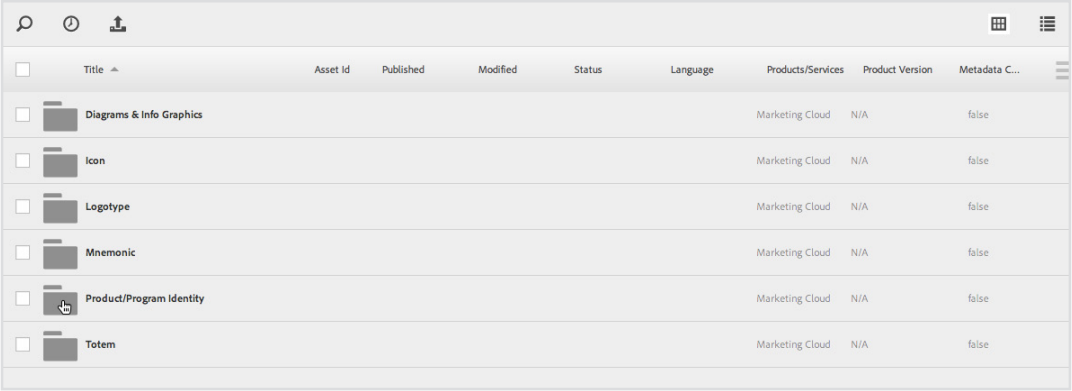
The Marketing Hub's Digital Asset Management module allows you to post creative digital assets with multiple renditions for download. It also allows you to easily update an asset with a new version. In order to begin posting an asset to the Marketing Hub, first prepare the files for uploading by renaming them on your hard drive using "Adobe's Digital Asset Naming Guidelines" (see page 4). In addition, discuss all the relevant metadata to be added to the asset record with the asset owner.

NOTE: You can view, navigate and select (for further action) using any of the available views: Card, List or Column. The processes are conceptually the same across all views, but there are small variations, dependent on the view you are using. This document is written for the List View.

Step 1: Navigate to the Appropriate Folder

The following picture shows the selection of a folder in List View.

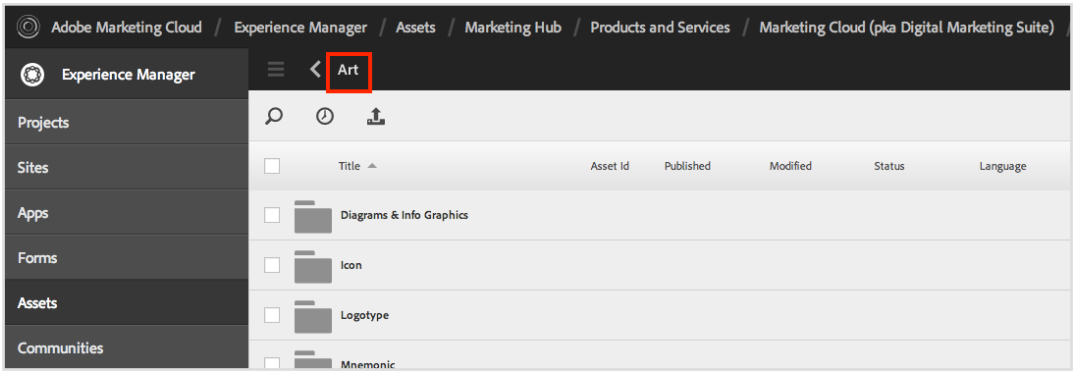
1. Navigate to the folder where the asset should be stored by clicking on the folder name to open it.



NOTES:

- You can sort a list of folders alphabetically by clicking the Title column header. Only the folders that have been loaded on the page will sort. It's advised to scroll to the bottom of the page to ensure all folders are loaded before sorting.
- If you need a folder added, submit a request to the Marketing Hub administration team using the New Folder Request Form.

The following picture shows the header with breadcrumbs exposed. The current location is outlined in red.



TIPS:

- The breadcrumbs can be revealed or hidden by clicking the header bar. When opened, they show the current location. You can select a location in the breadcrumbs to navigate there.
- The left arrow next to the current location can be used to navigate to the previous location.

Step 2: Uploading Assets

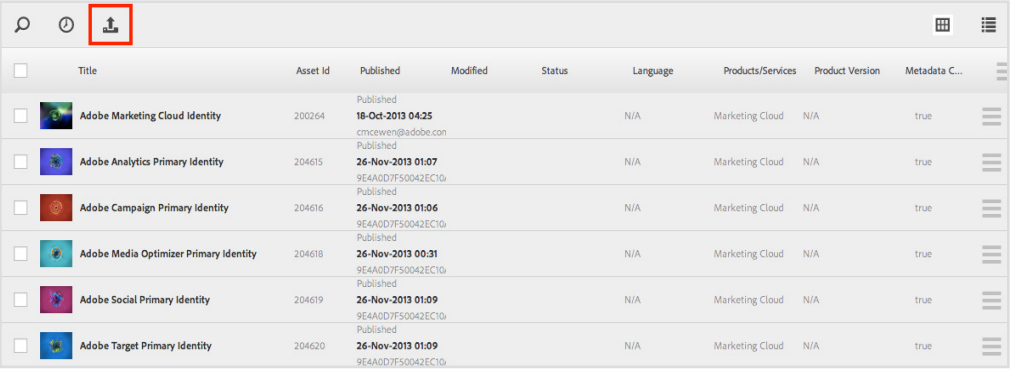
1. Click the **Upload Assets** icon.
2. A pop-up window will display asking you to browse to the file that you wish to upload. To select multiple files, press and hold the Cmd or Ctrl key and select the various files in the file picker dialog window.
3. Click **Upload** to confirm the action and add the file(s) selected.

TIP:
You can also drag your asset file(s) directly into the assets area from your computer.

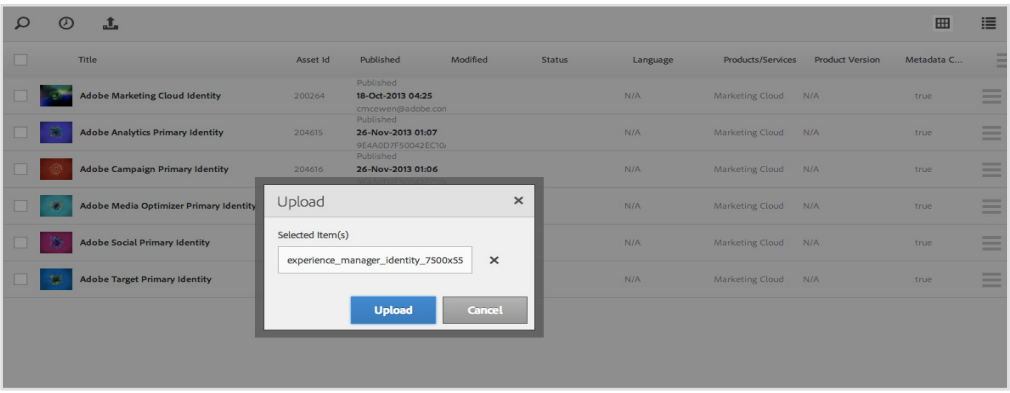
NOTES:

- The files that you upload here should only be the first rendition of the asset(s). To see the process for adding additional renditions, refer to the *Quick Reference Guide: Managing Renditions.*
- When you add your first asset rendition, be sure that it is a file type that will generate a thumbnail in the system. A .pdf or .jpg are recommended formats to load when the asset file type does not generate a thumbnail (see *Reference: File Formats that Render Thumbnails*).

The following picture shows the Upload Assets icon outlined in red.



The following picture shows the Upload box. One asset will be created after clicking Upload as one file was selected.

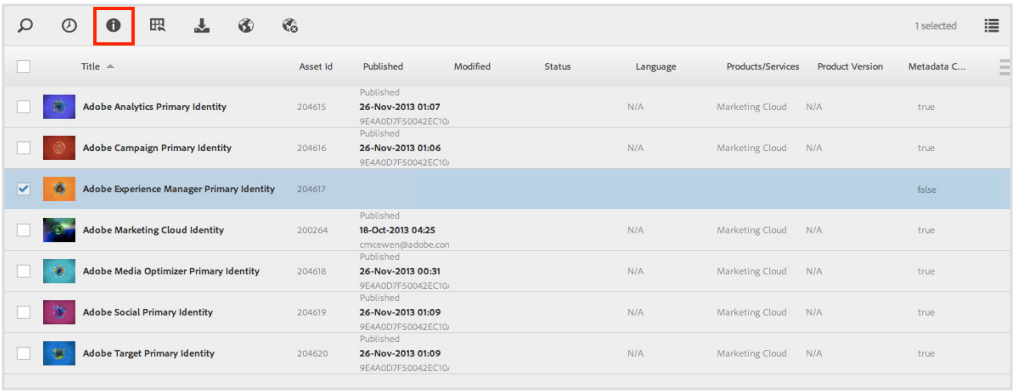


Step 3: Editing Properties

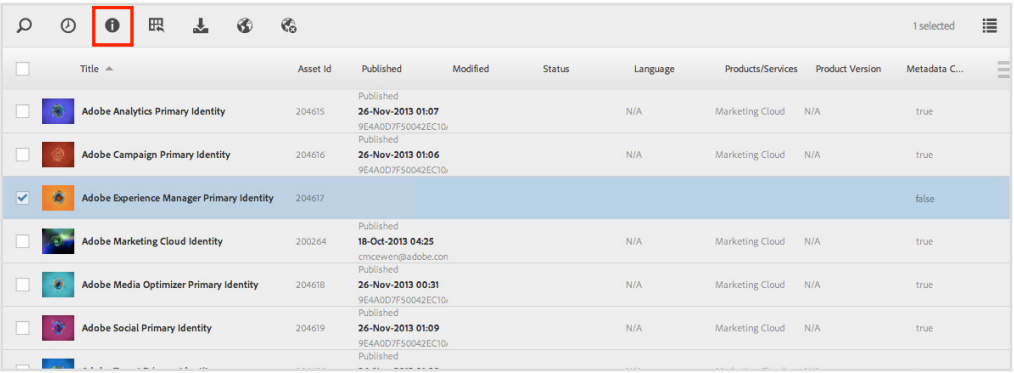
1. Select the asset whose metadata you want to edit and click the **View Properties** icon to view the asset properties.
2. Click the **Edit** icon to modify the asset properties.

TIP:
From the asset details page, click the **Eye** icon and then select **Properties** to view the asset properties.

The following picture shows a selected asset. The View Properties icon is outlined in red.



The following picture shows the Edit icon outlined in red.



3. When you have completed filling in the appropriate metadata, click the **Save** icon.

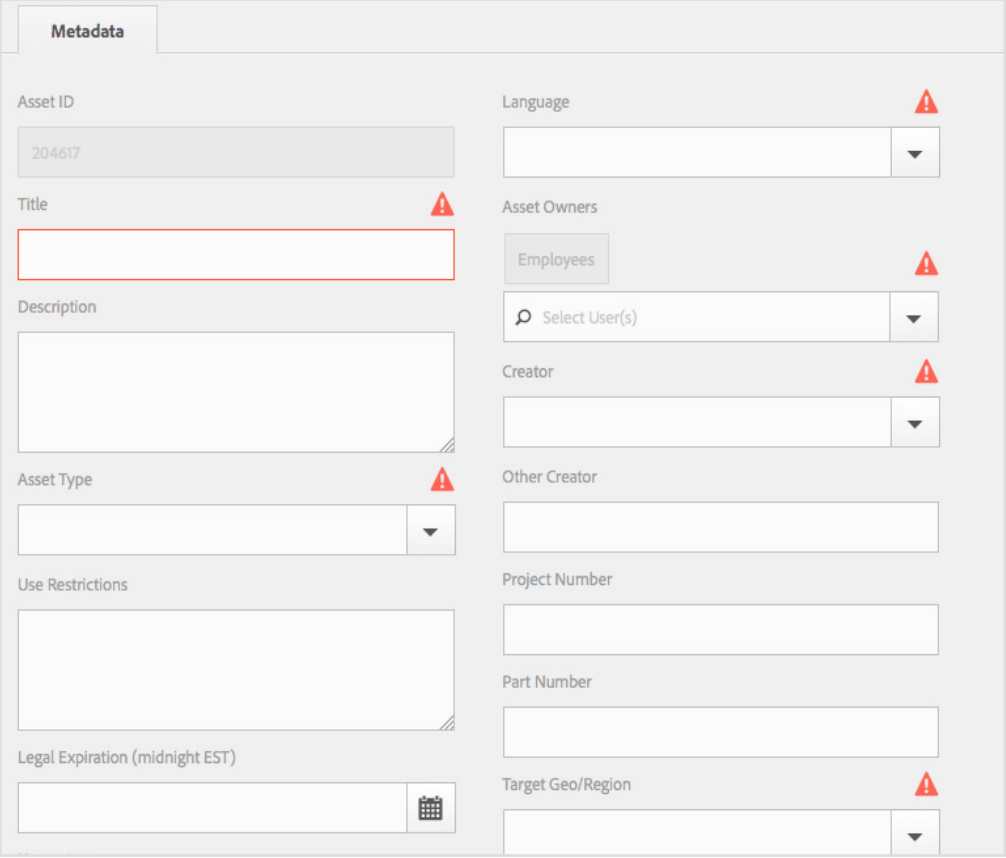
NOTES:

- To get an explanation of each metadata field, see *Shortcut: Asset Metadata Form.*
- All required fields must be completed in order to save the asset metadata and publish it to Asset Finder.

TIPS:

- You can press the Tab key to advance to the next metadata field in the form.
- Metadata fields that have pull-down lists (indicated by a on the right side of the field) can also be populated by typing a value directly in the field. The system will match the text you type to possible options in the list.

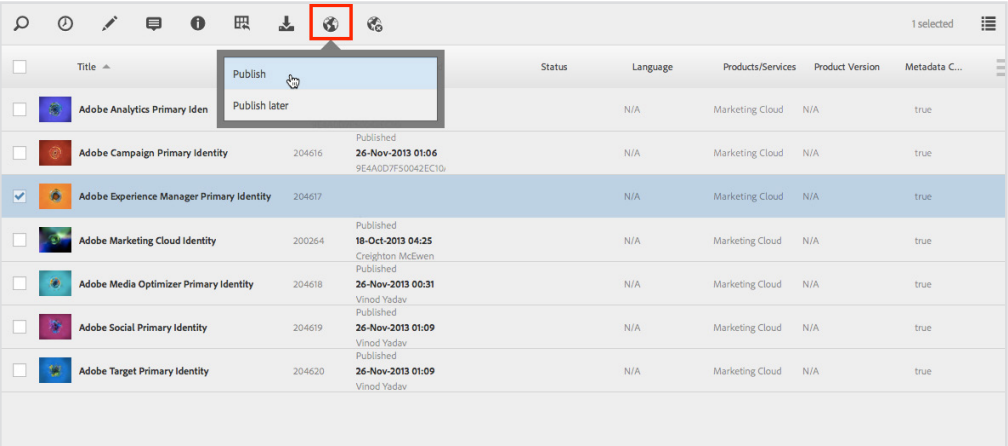
The following picture shows part of the asset metadata form. Required fields are indicated by the red exclamation mark icons.



The following picture shows the Save icon outlined in red.

Step 4: Publishing Assets

The following picture shows publishing a single asset. The Publish icon is outlined in red. The Unpublish icon sits to the right of the Publish icon.



1. Select the asset(s) to publish, and click on the **Publish** icon.
2. Select **Publish** to make the assets available on the Asset Finder immediately.
3. Click **Close** to complete the action.
4. To remove the asset(s) from the Asset Finder, complete this same process but click the **Unpublish** icon and select **Unpublish**.

NOTES:

- Asset activation should occur after all renditions have been added. To get an explanation of how to upload additional renditions, see *Quick Reference Guide: Managing Renditions.*
- To publish the asset at a later date, select **Publish Later** and choose a future date for publishing the asset. On the date selected, the system will automatically publish the asset.

ASSET TITLE

DEFINITION:

The asset title is the overall descriptive name of the asset.

NOTES:

- Use the "biggest to smallest rule" to create the asset title—start broad and then get more specific
- When applicable, include: Campaign, Program, Vertical/Industry, Product/Service, Product Version, Asset Type, Language, and specifics about this asset compared to a similar asset
- Do not include specifics about file format, resolution, color type, size, etc.
- Do not include underscores between words

EXAMPLES:

- Acrobat XI Standard Totem
- Creative Cloud for Teams 2014 Channel Launch Email - D
- SiteCatalyst Product Overview - JPL

RENDITION TITLE

DEFINITION:

The rendition title is the name of a specific variant of the asset. It's the same asset, but differs in file format, size, resolution, color type, etc.

NOTES:

- Use rendition title to include details such as file format, resolution, color type, size, etc.
- Copy the asset title and then add rendition details to the end
- Do not include underscores between words

EXAMPLES:

- Discover icon - CMYK, AI, with drop shadow
- Flash Professional CS6 Affiliate Web Banner - F - 300x250 - PSD
- Adobe & Security Print Ad - UE - High Res PDF

NOTES:

- The renditions are what the end user download for use. It is critical to think about what the end user will need when deciding on what renditions of the asset to publish.
- There is no limit to the number of renditions that are included under an asset.

FILE NAME

DEFINITION:

The file name is the name of the actual file that is downloaded from the Marketing Hub.

NOTES:

- Rename your asset files so they are similar to the corresponding rendition title before publishing them to the Marketing Hub
- Use underscores or hyphens between words to keep file names readable
- Do not include version numbers (e.g., v2 or rev2) or dates in the file names
- Do not use vendor-specific naming conventions or include vendor-specific project numbers

EXAMPLES:

- dreamweaver_cc_channel_copy_ue.pdf
- adobe_red_tag_logo_bottom_63px_rgb.png
- edu_k12_gradutation_postcard_2014_jpl.indd

NOTE:
Rendition files that are downloaded keep the file name they were given when published. A descriptive file name, similar to the rendition title, will ensure that the end user knows at a glance what the file is once saved on their computer.

IMPORTANT:
Do not include special characters in the file name. Files that include special characters (e.g., **%**, **#** or **&**) in their names cannot be downloaded from the Marketing Hub.

Adobe

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