

Justifying Tech for Production: How it Improves Creative Workflow Management

In the words of 'The Boss' (that's Bruce Springsteen, not your CEO), 'you can't start a fire without a spark.'

This may be a familiar concept to any creative mind who knows that a little spark of inspiration can light a fire of creativity. But whether you are a creative or a marketer, getting any project up and running can be a frustrating process.

Agreeing on the project's scope, assigning tasks and firing off briefs to all team members can usually involve hundreds, if not thousands, of emails backs in countless inboxes, with each slowly slipping into the quicksand as each new one lands.

Before you know it, you've spent days, maybe even weeks, trying to keep everyone up to speed when you haven't even got off square one, and that spark becomes a flicker.

Bringing automation into the creative workflow management process allows you to bounce quickly off square one and into the creative process. Creative management software can help you put together a standard brief and get in front of the eyes of the relevant people involved. This makes approval much quicker than waiting for everyone to reply to your email.

And the quicker you can make your whole team on board with the what, who and how of the project, the quicker you can present ideas to the client.

This kind of seamless flow not only gets your project up and running but allows for collaboration throughout the creative process. This means proofs can be viewed and approved in real-time.

What automation brings to the creative workflow is the opportunity to hand off more menial tasks to automated programs. These jobs ordinarily take up workers' time but give little value in return. This can include mass-producing assets and scaling them up for use across different platforms and channels.

This allows creatives, marketing and PMs to concentrate more on completing projects to a high standard and within timescale and budget.

The power to create

All creative projects begin with a vision and then crafting that into some visual form.

Creative software can play a massive part in the creative process, realizing those visions and getting them to people who need to see them.

Photography software can help enhance and edit images and provide the opportunity to format assets for use on different platforms and packages.

Locating and accessing creative assets can also be a time-consuming part of the creative process, but creative asset management cuts out the stress.

By giving all creative access to assets and resources, you speed up the creative process without losing out on quality. Digital Asset Management (DAM) allows team members to access relevant versions of assets, even if they are working remotely.

Creative workflow management involves giving creatives the tools to create while also providing the most efficient communication and collaboration platform.

Meeting the challenges

Many of the significant challenges thrown up in the creative process revolve around planning, time and scale. Too much time spent defining a project and producing a brief can lead to scope creep, whereby not all team members are in agreement or are sufficiently briefed about a project.

Creatives can always seek clarification from marketing, while marketing may struggle to understand the boundaries within which creatives work.

Technology can help quickly define the scope and issue briefs of projects, assign tasks and review their progress. That way, a PM can get a good overview of the whole project.

Marketing departments often work hard to define the message and image of their brand. However, it can be a struggle to maintain this consistency of the message and brand identity throughout various campaigns and on different platforms.

Technology helps bring a creative consistency thanks to creative DAM solutions and provides automated analytical tools that can allow insights into the success or otherwise of particular campaigns.

Making good business sense

The purpose of any creative production is to feed into a larger project with the ultimate aim of generating leads and, therefore, revenue. Measuring ROI can be tricky as it can sometimes be difficult to know exactly what customers engage with.

However, with customers and social media users demanding more creative content across several different platforms, it makes good business sense to invest in creative production and make sure that production runs smoothly.

Automated technology can provide valuable insights into how your creative content is viewed and consumed and can feed this data back to marketers. This can then be used to inform future strategies and areas of investment.

Technology also helps provide great efficiency in the creative process by shortening the planning stages, speeding up approvals and reducing the time it takes to get a project to market.

This helps you deliver more in a shorter space of time, meaning you can take on more projects and generate greater revenue.

Technology is necessary to creative production from planning right through to delivery. Each step of the process can benefit from the use of either automation or using tools and resources which enhance the creative process. Technology has become an integral part of creative production and will continue to help achieve the results wanted on the scale wanted.

Providing the spark

So, while creatives look for that spark to fire their ideas into action, technology is there to facilitate the conception and execution of those ideas. Therefore, an investment in technology is a vindication of your creative production because it shows you have faith in what is produced and how you want to enhance and improve on it.

Technology doesn't just provide a creative spark; it also fuels efficiency, oils the cogs of communication and powers you on greater results.