



Marketing Asset Library

User Guide v022820

Marketing Asset Library User Guide

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Login

For standard login page access, go to <https://amgreetings.worksmartsuite.com> and enter your username and password. Note that both the user name and password are case sensitive.



Marketing Asset Library

Welcome to the Marketing Asset Library

This site is your resource to organize, store, retrieve and share digital assets and marketing resources. This unified database was specifically built to handle the unique needs of rich media assets and enable you to seamlessly self-serve your asset search and downloads and share assets with a peer at the next desk or partners around the world.

For best results and user experience, please use recent versions of Chrome, Firefox, and Safari. Microsoft Edge is a web browser developed by Microsoft and included in Windows 10 and Windows 10 Mobile, replacing Internet Explorer as the default web browser on all device classes. Internet Explorer is being phased out.

Click [HERE](#) to access the user guide and quickly get up to speed with this user-friendly resource.

Please Sign In

Username

Password

Sign In

☐ Remember Me

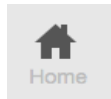
• forgot password?

If you have forgotten your password, click the “Forgot password” link and you will be sent an email to reset it.

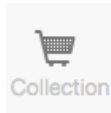
Marketing Asset Library Navigation Icon Definitions



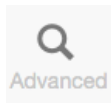
User Profile –This allows the user to change their password and other profile information. When clicking this icon in the upper right it will display a dropdown menu and provide the option to logout of the system or click the log out icon in the top menu bar.



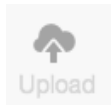
Home or Top Level –This icon will take a user back to the main directory or top level of access for their account.



Collection – This icon located at the top right of the page when selected will navigate the user to the collection page.



Advanced Search - Select Advanced Search Display from the drop-down menu to navigate to this page to perform advanced searches.



Upload –The upload icon allows a user with upload privileges to upload files thru the Organize interface.



Navigator open display – This reflects that the navigator is open revealing the left navigation tree.



Navigator closed display –This reflects that the navigator is closed, closing the left navigation tree.



Browse Folder By selecting the browse folder icon when you hover over the folder, the user will start navigating into a directory and the contents of that directory will be displayed.

A small rectangular button with a light gray background and rounded corners. It contains the word "Actions" in a dark gray, sans-serif font.

Actions Button – Displays the action icons under the thumbnails of assets.

A small rectangular button with a light gray background and rounded corners. It contains the word "Dates" in a dark gray, sans-serif font.

Dates Button – Displays the system dates for an asset under the thumbnail view of the asset.

A small rectangular button with a light gray background and rounded corners. It contains the word "Details" in a dark gray, sans-serif font.

Details Button – Displays the meta data for an asset under the thumbnail view of the asset.



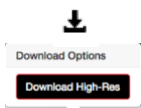
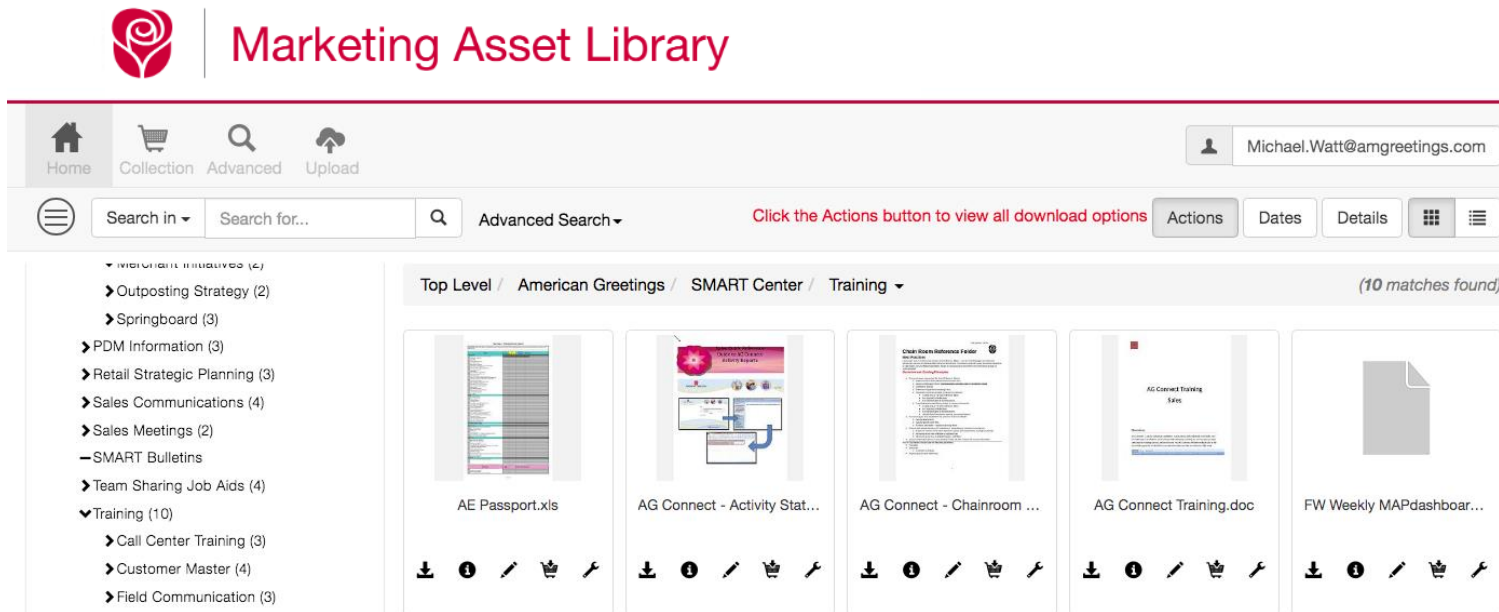
Short View – The short view allows the user to display the asset's thumbnails on a page.



List View – This view will display the asset name and the action icons on a page without a thumbnail and as a list.

Marketing Asset Library Image Icon Definitions

Once you are in a directory of images as shown below, clicking the “Actions” button will expose image icons. These icons appear under the thumbnail image and are explained below.



Download Hi Res – Download hi res – By selecting the arrow located under the thumbnail of the asset, it will display a drop-down menu. Select the appropriate file format to download the image asset, these are for image format files only. FPO will download a low res .tiff file. The JPEG, GIF, EPS and PNG formats may have a set resolution applied to them. High res download is for all other file formats.



Info – Located under the thumbnail of the asset, this will display the details view page. The detail view page contains the meta data, system data of the asset, the history of events on the asset and any dates associated with the asset.



Annotations – This icon located under the thumbnail of the asset, will allow you to type in annotations/markup on the file and save them for review by other users.



Collection – This icon located under the thumbnail of the asset, when clicked it will add the asset to the collection. The icon will change colors reflecting that it is in the collection. Clicking this icon again will remove the asset from the collection.



Manage Files – Located under thumbnail of the asset this will allow you to manage files; move, rename, delete, copy.



Move File – Allows you to move the file and located within the manage files.



Copy File – Allows you to copy the file and located within the manage files.



Rename File – Allows you to Rename the file and located within the manage files.




Delete File – Allows you to delete the file and located within the manage files.



Close Manage File – Allows you to close the icons for managing files.

Changing your Password

Password field only allow : a-z
0-9

 Logout

Old Password

Password

Password (again)

Change Password

Archive Format

Stuff It

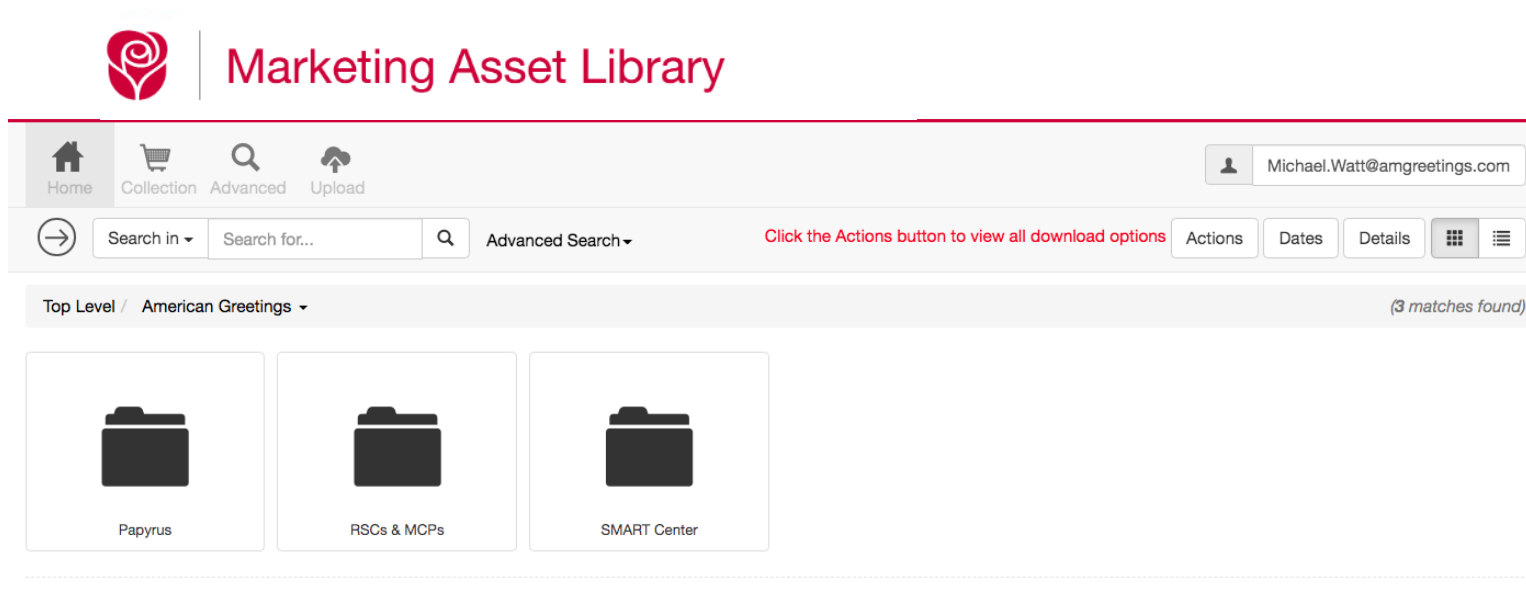
Save

Select the user profile icon in the top right next to your name. A new window will open as shown on the left where you can change your password.

From this window, you can also set the format for how you would like your collection of files to be prepared for download. The formats are shown below.

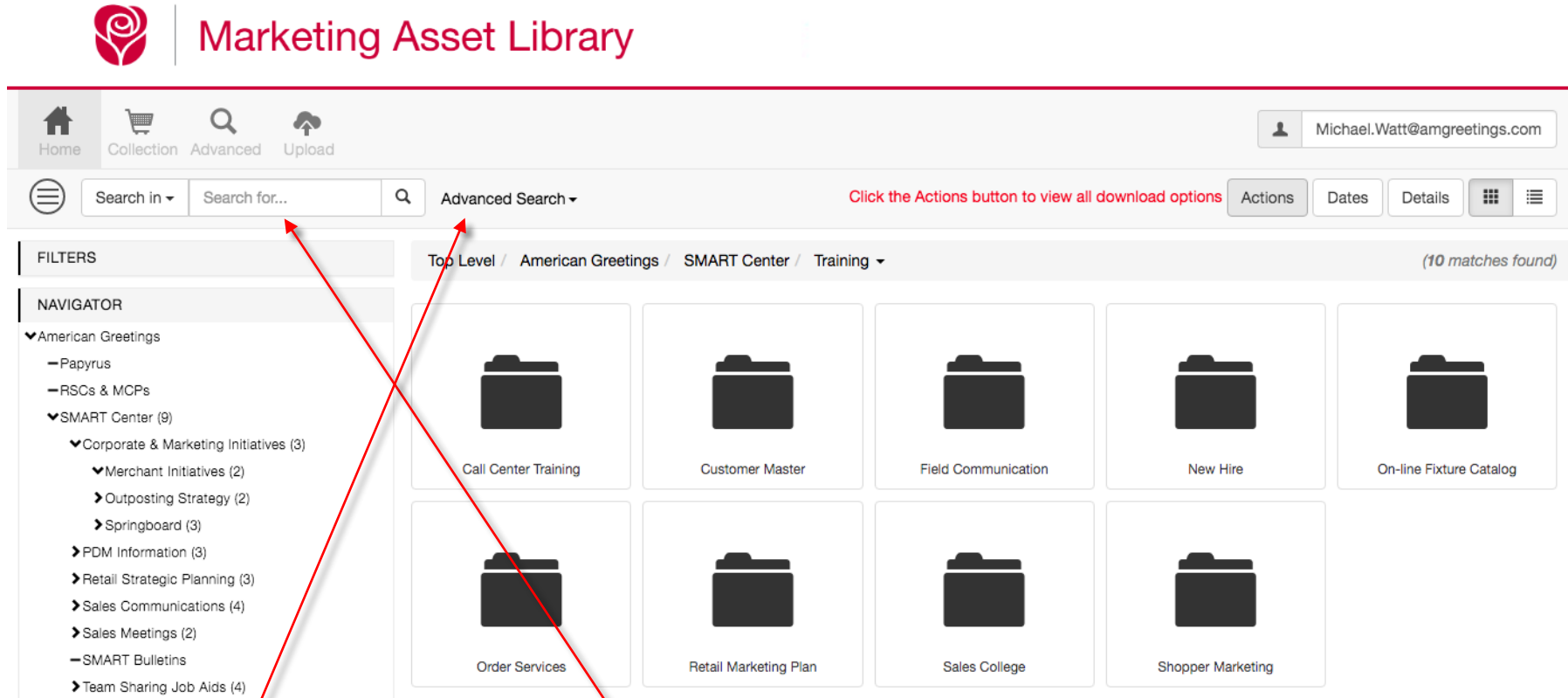
Unwrapped (Omits Macintosh Resources)
Mac ZIP (Includes Macintosh Resources)
Uncompressed Mac ZIP
✓ Stuff It
PC ZIP (Omits Macintosh Resources)
Uncompressed PC ZIP

Navigating the Marketing Asset Library



Once you have logged in you will be presented with the directories you have been approved to access. These will appear as folder icons in your main display area. Mouse over the folder to select to browse into the folder directory structure or select search for the advanced search feature.

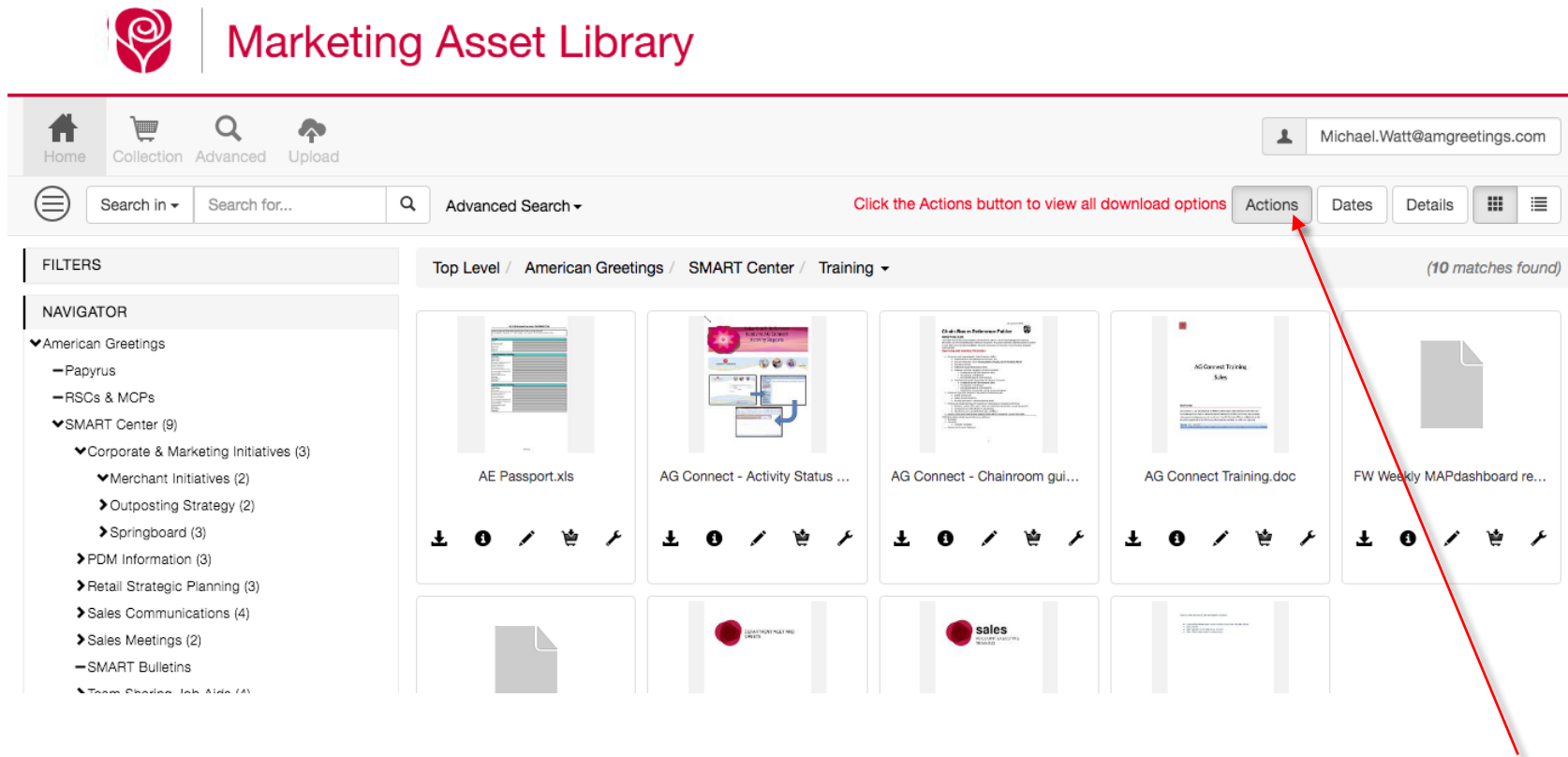
Navigating the Marketing Asset Library



Once you have logged in you will be presented with the directories you have been approved to access. These will appear as folder icons in your main display.

Click a folder to browse the assets in that category. **Enter** something into the simple search field to perform a simple search or **click** advanced search to do a single or multi-filtered search to narrow and fine tune the results of what you are looking for. We will review in detail how to do Advanced Searches on page 21.

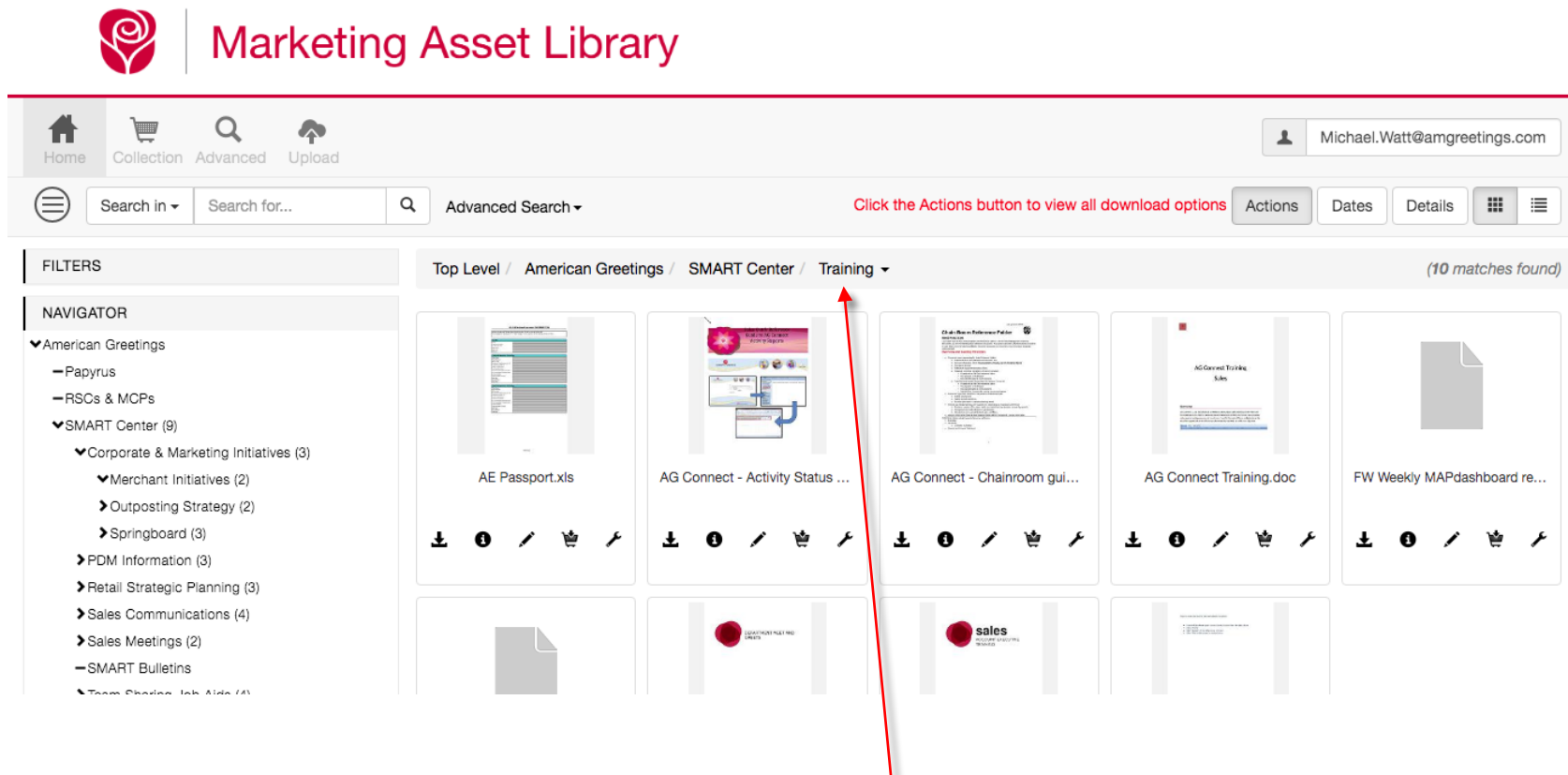
Navigating the Marketing Asset Library



Once you have logged in and selected a product category folder, you will see the image thumbnails appear. **Click** the actions button so that your action icons will be visible under the product image thumbnail images at all times. These will remain on unless you click the button again to turn them off.

You can also navigate by clicking on the folders or listing in the left navigation. Folder names will display the combined number of folders and files within them to the right of the folder name. Once you browse to a folder level that contains files they will be displayed in the main area.

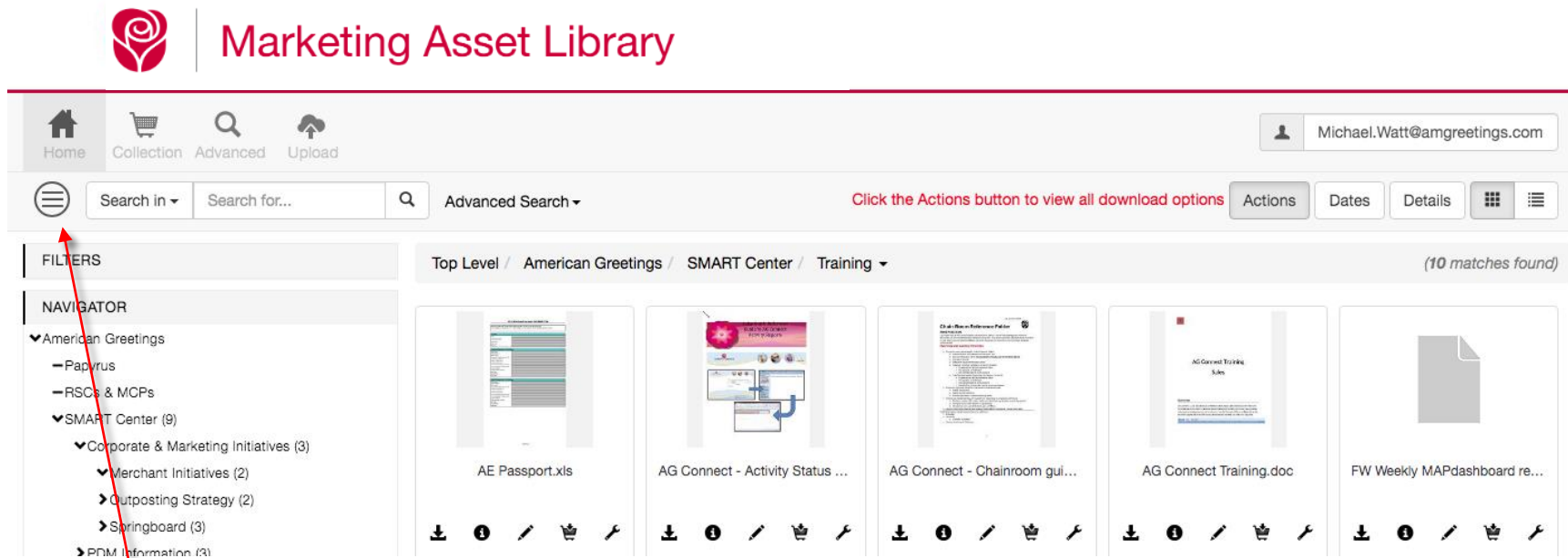
Navigating the Marketing Asset Library



The screenshot displays the Marketing Asset Library interface. At the top, there is a navigation bar with icons for Home, Collection, Advanced, and Upload. A search bar is present with a dropdown menu showing 'Search in' and 'Search for...'. A user profile icon and email address 'Michael.Watt@amgreetings.com' are visible on the right. Below the navigation bar, a breadcrumb path is shown: 'Top Level / American Greetings / SMART Center / Training'. A red arrow points to the 'Training' link in the breadcrumb path. To the left of the main content area is a 'FILTERS' sidebar with a 'NAVIGATOR' section. The navigator shows a tree structure of folders: 'American Greetings' (expanded), 'Papyrus', 'RSCs & MCPs', 'SMART Center (9)' (expanded), 'Corporate & Marketing Initiatives (3)' (expanded), 'Merchant Initiatives (2)', 'Outposting Strategy (2)', 'Springboard (3)', 'PDM Information (3)', 'Retail Strategic Planning (3)', 'Sales Communications (4)', 'Sales Meetings (2)', 'SMART Bulletins', and 'Team Shadow Job Aids (4)'. The main content area displays a grid of asset thumbnails. The first row includes 'AE Passport.xls', 'AG Connect - Activity Status ...', 'AG Connect - Chainroom gui...', 'AG Connect Training.doc', and 'FW Weekly MAPdashboard re...'. Each thumbnail has a set of icons below it: a download icon, an information icon, a pencil icon, a trash icon, and a wrench icon. The second row shows partial thumbnails for a document, a 'sales' logo, and another document.

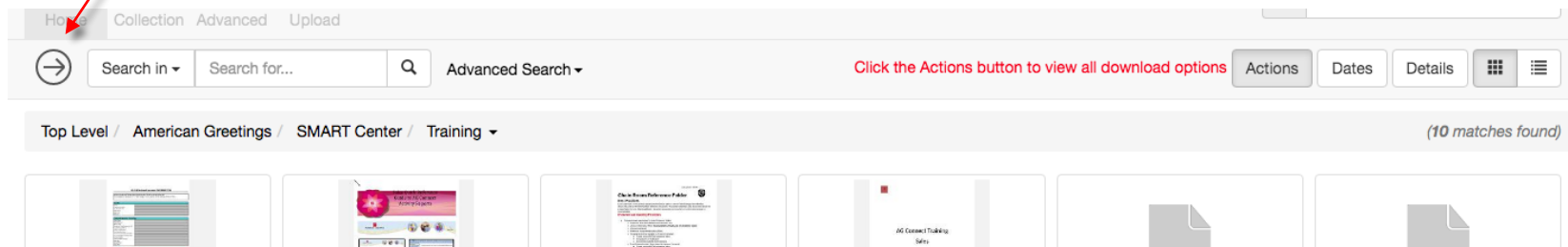
After clicking through folders, the system will display the **breadcrumb** path that you have navigated through. You may click on any of these to navigate backwards to the previous level.

Navigating the Marketing Asset Library



The **hamburger** navigator icon will control the opening and closing of the left navigation. Clicking this icon will open and close it. This is the open view.

When **closed**, then more digital assets will be displayed in it the space previously occupied with the left navigation as shown below. Open and close to see how this works.



Navigating the Marketing Asset Library

The screenshot displays the Marketing Asset Library interface. At the top, there is a navigation bar with icons for Home, Collection, Advanced, and Upload. A search bar is located on the left, and a user profile dropdown is on the right. Below the navigation bar, there is a breadcrumb trail: Top Level / American Greetings / SMART Center / Training. A red arrow points from the 'Dates' button in the top right corner to the 'New ring (3)' item in the left sidebar. The main content area shows a grid of asset thumbnails, each with a title, a 'Created on' date, and a 'Last modified' date. The assets include 'AE Passport.xls', 'AG Connect - Activity Status Rep...', 'AG Connect - Chainroom guideli...', 'AG Connect Training.doc', 'FW Weekly MAPdashboard repor...', 'IMPORTANT INFORMATION Addi...', 'Meet and Greet_10.03.18.ppt', 'Playbook_updated 02.28.2018.pdf', and 'Upload Success Factors with ph...'. A red arrow points from the 'Dates' button to the 'New ring (3)' item in the left sidebar.

Marketing Asset Library

Home Collection Advanced Upload

Search in Search for... Advanced Search

Click the Actions button to view all download options

Actions Dates Details

Top Level / American Greetings / SMART Center / Training

(10 matches found)

FILTERS

NAVIGATOR

- American Greetings
 - Papyrus
 - RSCs & MCPs
 - SMART Center (9)
 - Corporate & Marketing Initiatives (3)
 - Merchant Initiatives (2)
 - Outposting Strategy (2)
 - Springboard (3)
 - PDM Information (3)
 - Retail Strategic Planning (3)
 - Sales Communications (4)
 - Sales Meetings (2)
 - SMART Bulletins
 - Team Sharing Job Aids (4)
 - Training (10)
 - Call Center Training (3)
 - Customer Master (4)
 - Field Communication (3)
 - New folder
 - New ring (3)
 - On-line Fixture Catalog (2)
 - Order Services (2)
 - Retail Marketing Plan (2)

AE Passport.xls

AG Connect - Activity Status Rep...

AG Connect - Chainroom guideli...

AG Connect Training.doc

FW Weekly MAPdashboard repor...

IMPORTANT INFORMATION Addi...

Created on

Wed, 22 Jan, 2020 08:47:14 AM

Last modified

Wed, 22 Jan, 2020 08:47:14 AM

Last accessed

Wed, 22 Jan, 2020 11:54:48 AM

Created on

Wed, 22 Jan, 2020 08:48:22 AM

Last modified

Wed, 22 Jan, 2020 08:48:22 AM

Last accessed

Wed, 22 Jan, 2020 11:54:52 AM

Created on

Wed, 22 Jan, 2020 08:49:22 AM

Last modified

Wed, 22 Jan, 2020 08:49:22 AM

Last accessed

Wed, 22 Jan, 2020 11:54:52 AM

Created on

Wed, 22 Jan, 2020 08:50:16 AM

Last modified

Wed, 22 Jan, 2020 08:50:16 AM

Last accessed

Wed, 22 Jan, 2020 11:55:03 AM

Created on

Wed, 22 Jan, 2020 08:52:40 AM

Last modified

Wed, 22 Jan, 2020 08:52:40 AM

Last accessed

Wed, 22 Jan, 2020 11:55:03 AM

Created on

Wed, 22 Jan, 2020 08:46:00 AM

Last modified

Wed, 22 Jan, 2020 08:46:00 AM

Last accessed

Wed, 22 Jan, 2020 11:55:03 AM

Meet and Greet_10.03.18.ppt

Playbook_updated 02.28.2018.pdf

Upload Success Factors with ph...

The **Dates** button will display your system date information. You may click this button to turn this data on and off.

Navigating the Marketing Asset Library

The screenshot shows the Marketing Asset Library interface. The top navigation bar includes links for Home, Collection, Advanced, and Upload. A search bar is present with a dropdown menu. The sidebar on the left displays a tree view of folders, including SMART Center (9), PDM Information (3), Retail Strategic Planning (3), Sales Communications (4), Sales Meetings (2), SMART Bulletins, Team Sharing Job Aids (4), Training (10), Call Center Training (3), Customer Master (4), Field Communication (3), New folder, New Hire (9), On-line Fixture Catalog (2), Order Services (2), Retail Marketing Plan (2), Sales College (1), and January 29 (1). The main content area shows a grid of asset thumbnails. A red arrow points from the 'New Hire (9)' folder in the sidebar to the 'Details' button in the top right navigation bar. Another red arrow points from the 'Details' button in the top right navigation bar to the 'Details' button in the top right navigation bar.

The **Details** button will display meta data information for each asset. You may click this button to turn this data on and off.

Navigating the Marketing Asset Library

The screenshot displays the Marketing Asset Library interface. At the top, there is a navigation bar with icons for Home, Collection, Advanced, and Upload. Below this is a search bar with a dropdown menu and a search button. To the right of the search bar is a user profile icon and the email address Michael.Watt@amgreetings.com. Below the search bar is a breadcrumb trail: Top Level / American Greetings / SMART Center / Training / Sales College / January 29. To the left of the main content area is a sidebar with a tree view of folders: SMART Center (9), Corporate & Marketing Initiatives (3), PDM Information (3), Retail Strategic Planning (3), Sales Communications (4), Sales Meetings (2), SMART Bulletins, Team Sharing Job Aids (4), Training (10), Call Center Training (3), and Customer Master (4). The main content area shows a grid of asset thumbnails. A red arrow points from the text 'The Icons button will display your assets thumbnail preview as shown above' to the 'Icons' button in the top right corner of the interface. Another red arrow points from the text 'Clicking the List view button changes the display as shown below' to the 'List' button in the top right corner of the interface.

The **Icons** button will display your assets thumbnail preview as shown above. Clicking the **List** view button changes the display as shown below.

The screenshot displays the Marketing Asset Library interface in List view. The layout is similar to the previous screenshot, but the main content area shows a list of assets instead of a grid of thumbnails. The assets listed are: AE Passport.xls, AG Connect - Activity Status Report Instructions_06.27.16.docx, and AG Connect - Chainroom guidelines_06.27.16.doc. A red arrow points from the text 'Clicking the List view button changes the display as shown below' to the 'List' button in the top right corner of the interface.

Navigating the Marketing Asset Library



Info – Located under the thumbnail of the asset, will display the details view page as shown below. The detail view page contains the meta data, system data of the asset, the history of events on the asset and any dates associated with the asset.

The screenshot displays the details view for the asset "AG Connect - Activity Status Report Instructions_06.27.16.docx". The interface includes a thumbnail of the document, a metadata table, and a larger preview image.

Metadata Table:

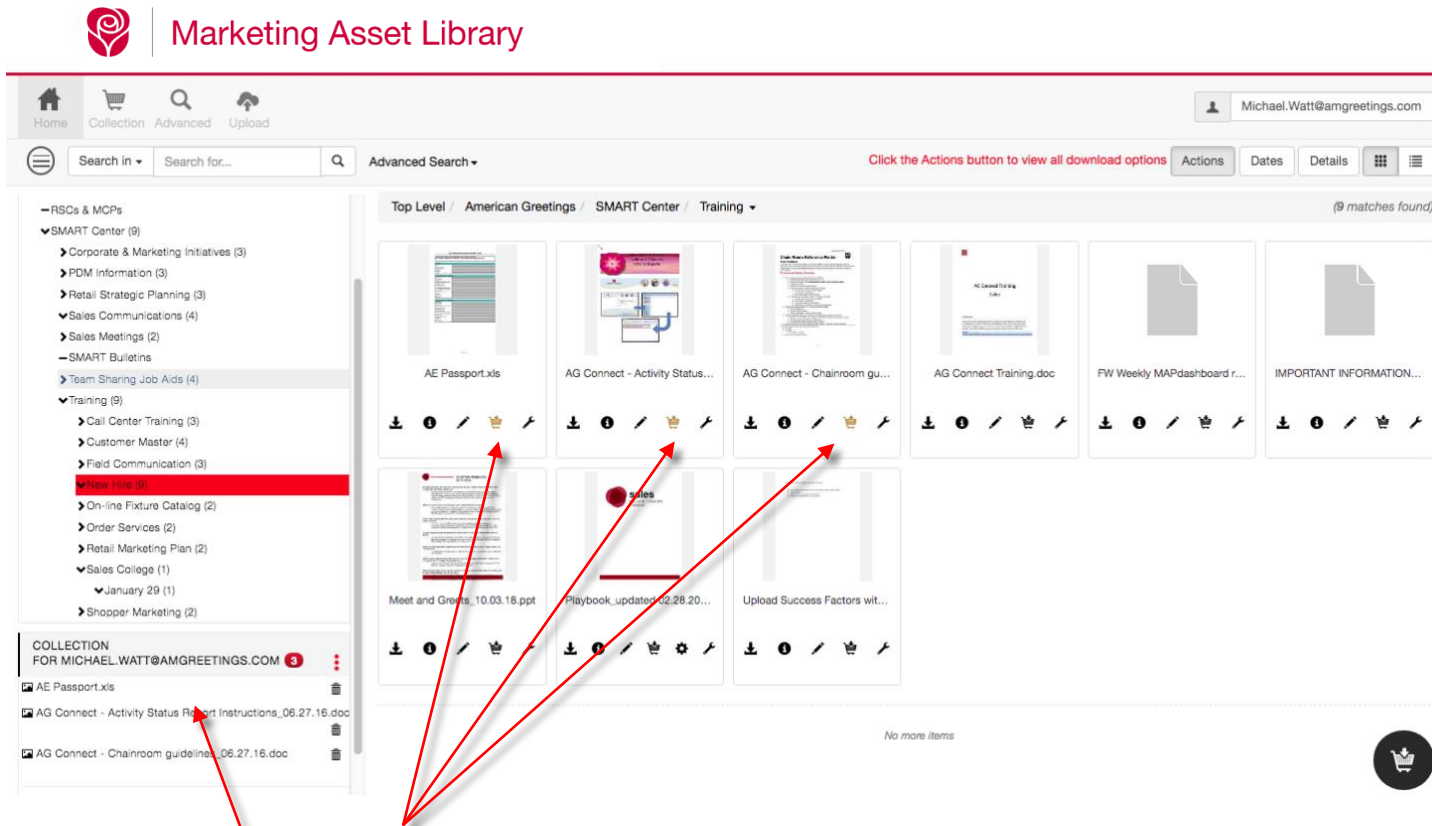
Field	Value
Last accessed	Wed, 22 Jan, 2020 11:54:52 AM
Last modified	Wed, 22 Jan, 2020 08:48:22 AM
Created on	Wed, 22 Jan, 2020 08:48:22 AM
Image Type	WXBN
Color Space	Unknown, unsupported color space
Width (pixels)	612
Height (pixels)	792
File Size	7 Mbytes

Preview Image: The preview image shows the document cover with the title "Sales Quick Reference Guide to AG Connect Activity Reports". It includes a large red flower logo and several smaller images of people and documents. A blue arrow points from the thumbnail to the larger preview image.

Navigation: At the bottom of the preview image, there is a "Save All" button and a "Back" button. A red arrow points from the text "Zoom in on the image by clicking the slider." to a slider control at the bottom right of the preview image.

Clicking the larger preview image above will open a layer window where you can **Zoom** in on the image by clicking the slider.

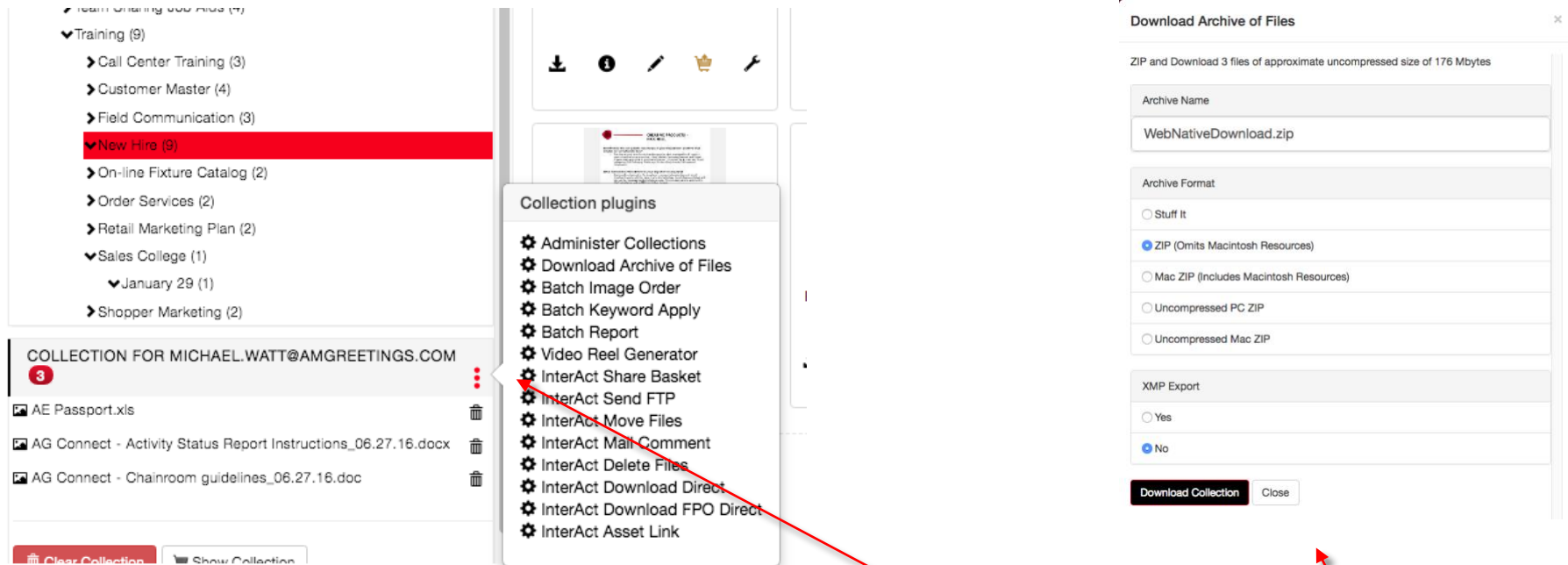
Downloading Multiple Assets



Here, you can see the **Collection** icon for each image was selected for these 3 images and the icon changed to gold color to indicate they have been selected.

The Collection **section** in the lower left also shows that the same 3 images have been selected. If you click on the **select all collection** icon, then all the images will be added to the collection for download.

Downloading Multiple Assets



Once you have added all the assets to the collection then click on the **3 dots** by your collection navigator to display a menu of options. Selecting **Administer Collections** and you can give this collection of assets a unique name and save it for future downloads if needed without having to search for those assets again

Clicking **Download Archive File of Files** will allow you to download an Archive of files for the high res. A **layer window** will load display allowing you to rename the download and confirm your compression format. Click download to proceed.

Quick Search



Marketing Asset Library

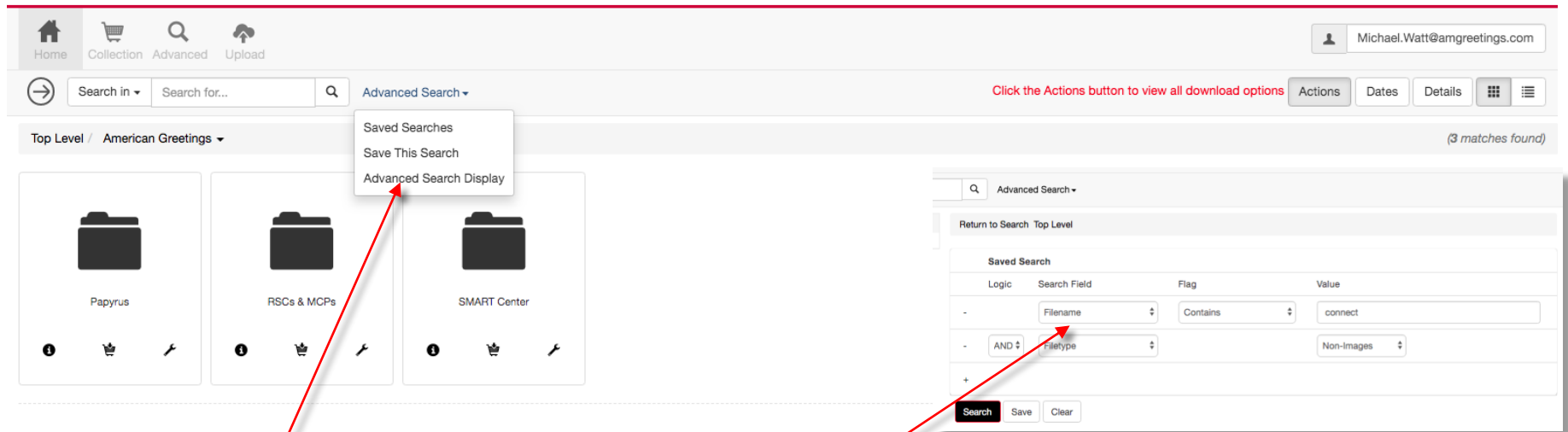
The screenshot displays the Marketing Asset Library interface. At the top, there is a navigation bar with icons for Home, Collection, and Advanced Search. A user profile for Michael.Watt@amgreetings.com is visible in the top right. Below the navigation bar, a search bar contains the text 'connect'. A red arrow points to the search bar. To the right of the search bar, there is a link to 'Advanced Search' and a button labeled 'Click the Actions button to view all download options'. Below the search bar, there is a section for 'FILTERS' and a 'NAVIGATOR' section. The 'NAVIGATOR' section shows a collection for Michael.Watt@amgreetings.com with three items: 'AE Passport.xls', 'AG Connect - Activity Status Report Instructions_06.27.16.docx', and 'AG Connect - Chainroom guidelines_06.27.16.doc'. Below the filters, there is a grid of search results. The results are displayed in two rows of six items each. Each item shows a thumbnail image, a title, and a set of icons for actions like download, share, and print. The titles of the items include '02 - ARF Training Presentation.pdf', '03 - Questions from survey.pdf', 'AE Passport.xls', 'AG Connect - Activity Status Re...', 'AG Connect - Chainroom guideli...', 'AG Connect Training.doc', 'American Greetings Outpost Cat...', 'Kantar 2020 FMI Midwinter Conf...', 'Kantar-2019-Retail-Insights Con...', 'Kantar-2019-Retail-Insights Con...', 'Kantar-2019-Retail-Insights-Con...', and 'Kantar-2019-Retail-Insights-Con...'. A red arrow points from the search bar to the first item in the grid.

Using the quick search allows the user to type in the name of the file or portion of the name or any **descriptive word** or keyword. Use the dropdown menu to select an advanced search using multiple filters to narrow your search. In the example above, typing “lubricants” in the quick search field and clicking the search icon (magnifying glass) displays the results as shown.

Advanced Search



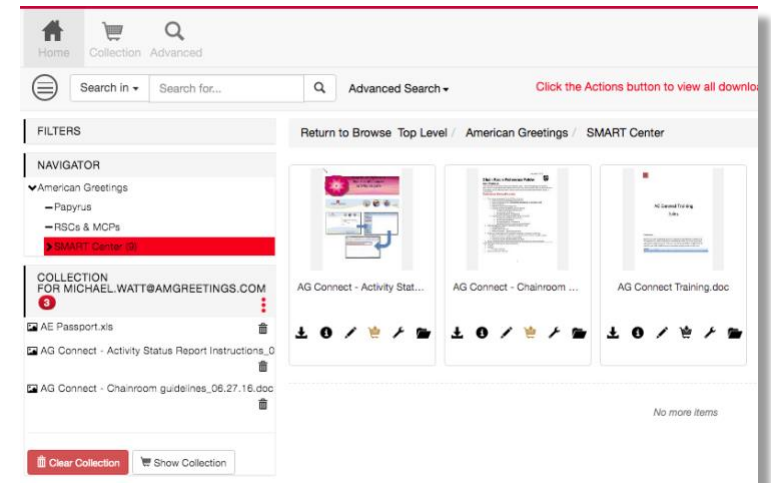
Marketing Asset Library



If you know some information about the asset you are looking for such as file name (whole or partial), file type (image, PDF, video, etc.), the advanced search will enable you to narrow the results you get when searching.

Select the **dropdown** menu under Advanced search and select Advanced Search Display. In the example **here**, we selected search field where filename contains “connect” AND search field type is file type is “non-images” and clicked the **Search** button. This advanced search resulted in locating the single asset as shown.

Select **Save This Search** to save a search you have performed. Or select **Saved Searches** to navigate to previously saved searches and perform any of those searches again.



Filters

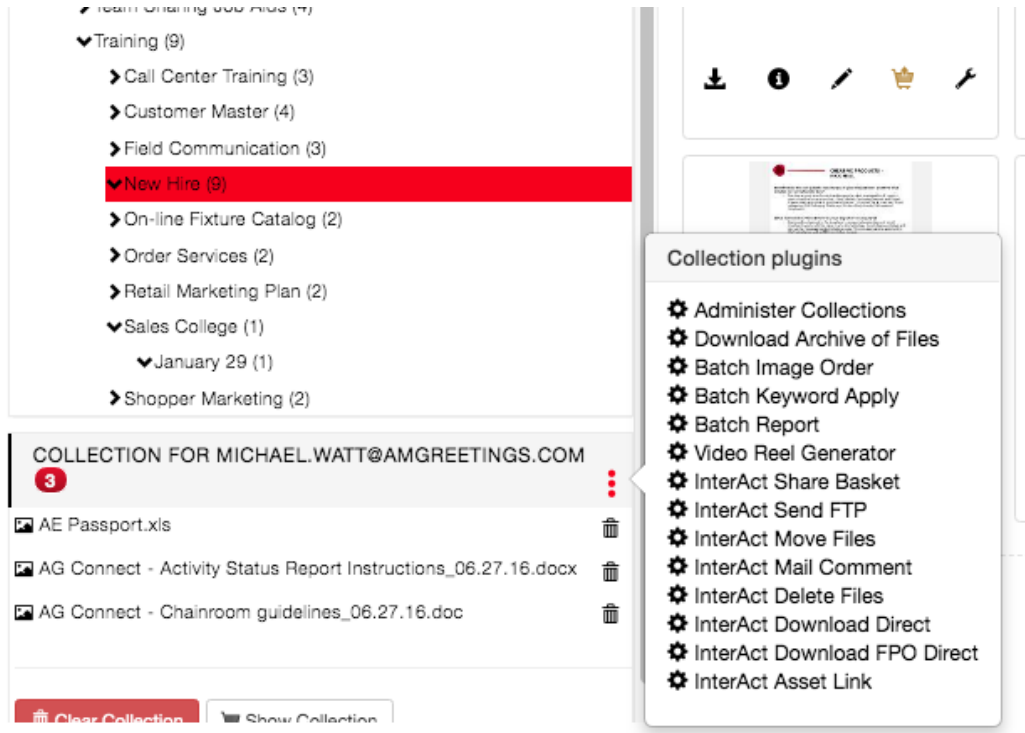


Marketing Asset Library

The screenshot displays the Marketing Asset Library interface. At the top, there are navigation links for Home, Collection, and Advanced. Below this is a search bar with a dropdown menu set to 'Search in' and a search button. To the right of the search bar is a link for 'Advanced Search'. On the left side, there is a 'FILTERS' section with a 'Quick Filters' subsection. A red arrow points to the 'Date Modified Since 2020/01/05 (12)' filter. Below the filters is a 'NAVIGATOR' section with a list of categories: American Greetings (selected), Papyrus, RSCs & MCPs, and SMART Center (9). At the bottom left, there is a 'COLLECTION FOR MICHAEL.WATT@AMGREETINGS.COM' section with a list of files: AE Passport.xls, AG Connect - Activity Status Report Instructions_06.27.16.docx, and AG Connect - Chainroom guidelines_06.27.16.doc. Below the collection list are buttons for 'Clear Collection' and 'Show Collection'. On the right side, there is a grid of search results. Each result card shows a thumbnail image, a title, and a set of icons for actions like download, share, and edit. The results include '02 - ARF Training Presentation.pdf', '03 - Questions fro', 'American Greetings Outpost Cat...', 'Kantar 2020 FMI Mik', 'Kantar-2019-Retail-Insights-Con...', and 'Kantar-2019-Retail-I'.

After performing your search, you can **filter** the results by selecting an option from your filters list. Deselecting the option will return your results to what they were previously.

Plugins



Depending on the group you are assigned to, you will have access to some or all of the plugins as shown here. These plugins extend the functionality of what you can do with assets from your collection other than simply downloading.

A popular plugin is the “Interact Asset Link” where you can send someone anywhere in the world and either an American Greetings employee or not an email with a subject and description of the assets they will be able to download by clicking on the link.

Here is a description of all the plugins.

Administer Collections allows each user to set and save their own specific collections. This may be different groupings of assets that you use and download often. Add the assets to your collection and save the name of it to access at a later date. Multiple Collections may be saved.

Download Archive of Files allows create a name of the compressed archive for download, set the format for Mac or PC and select XMP Export option before downloading the collection. Adobe's Extensible Metadata Platform (XMP) is a file labeling technology that lets you embed metadata into files themselves during the content creation process like image capture with digital cameras for example.

Batch Image Order allows you to convert multiple files to a different file format, resolution, size, etc..... These settings will be applied to each asset in the Collection.

Batch Keyword Apply allows for adding meta data globally to all of the files that are within the collection at that time.

The Batch Report plugin will allow you to create a PDF file that contains the assets that are in your Batch. The orientation and the ability to add the keywords and annotations may be selected for the report as well as the thumbnail.

The Contact Sheet plugin will allow you to create a PDF file that contains the assets that are in your collection. The orientation, number of rows and columns may be determined for your report. The thumbnail, meta data, date information, video and audio information may be added to the report as well.

The Video Reel Generator allows you to create videos using the assets that are in your collection. These assets may be videos, images, PDF files, PPT, Audio files that you want to use to combine together to create a brand new video.

Interact Share Basket allows for the sharing of the assets that are in your Collection. You must know the users account name in order to use this plug-in feature.

Interact Send FTP allows you to send files to a designated FTP site.

InterAct Move/Copy files allows for the moving and copying of multiple files that are contained within your collection at one time.

InterAct Mail Comment will allow the user to send an email with the thumbnail images and a message that is typed in for each asset to the designated recipient. It does not include any links for downloading the assets.

InterAct Delete files allows for the ability to delete multiple assets at once from the site.

Interact Asset Link allows you to send an email to someone for downloading the assets that you have in your collection. Set an expiration date and the respective email address and message to whom it will go to. The recipient will receive an email to the link to click to download the file(s).