Marketing Asset Library

User Guide v022820

Marketing Asset Library User Guide

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.


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.
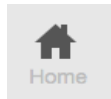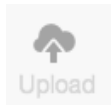
Home or Top Level –This icon will take a user back to the main directory or top level of access for their account.
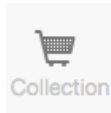
Collection – This icon located at the top right of the page when selected will navigate the user to the collection page.
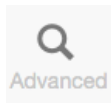
Advanced Search - Select Advanced Search Display from the drop-down menu to navigate to this page to perform advanced searches.

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.

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

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

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Details	**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.
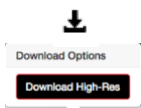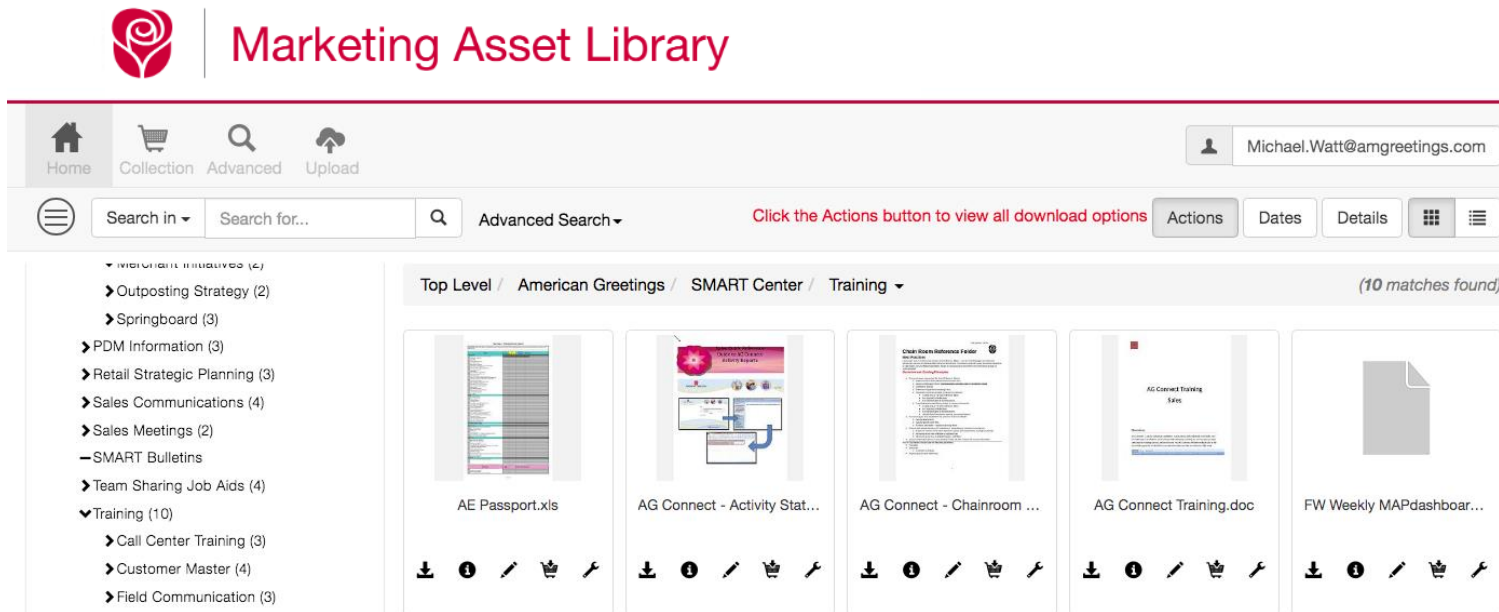
Download Hi Res – Download hi res – By selecting the arrow located under the thumbnail of the asset, it will display a drop-down menu. Select the appropriate file format to download the image asset, these are for image format files only. FPO will download a low res .tiff file. The JPEG, GIF, EPS and 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
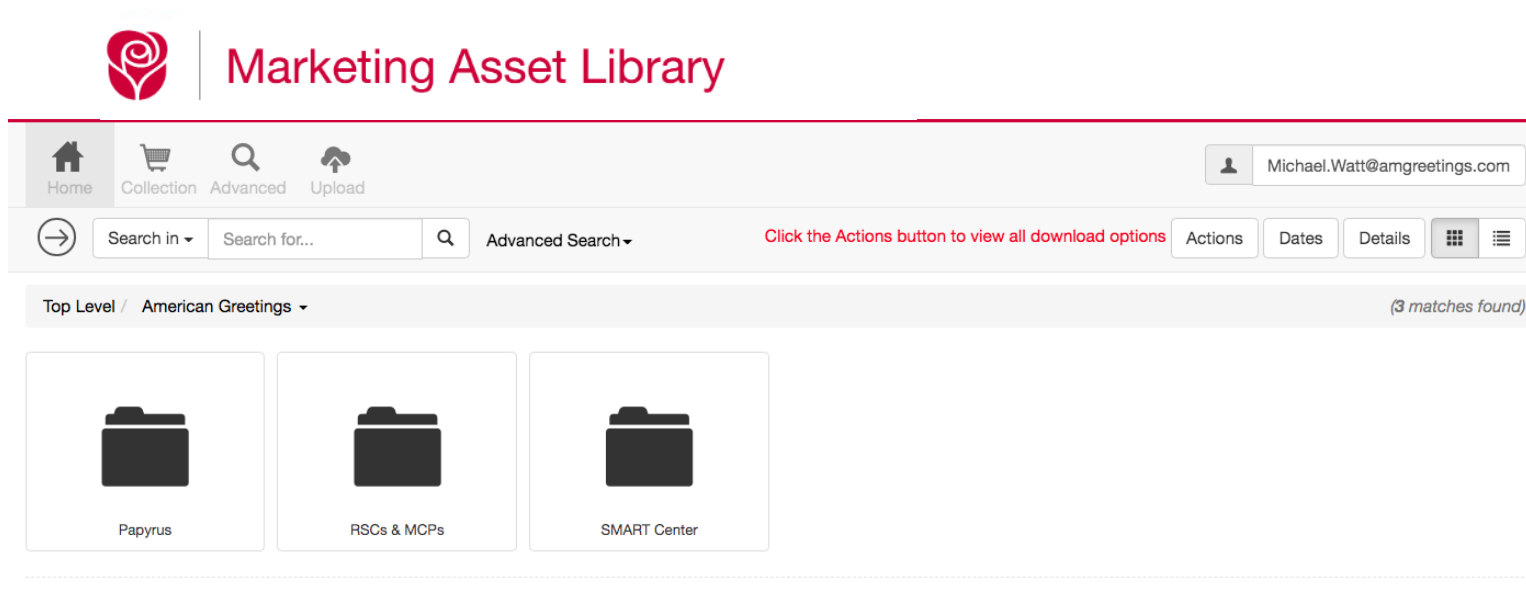
Once you have logged in you will be presented with the directories you have been approved to access. These will appear as folder icons in your main display area. Mouse over the folder to select to browse into the folder directory structure or select search for the advanced search feature.

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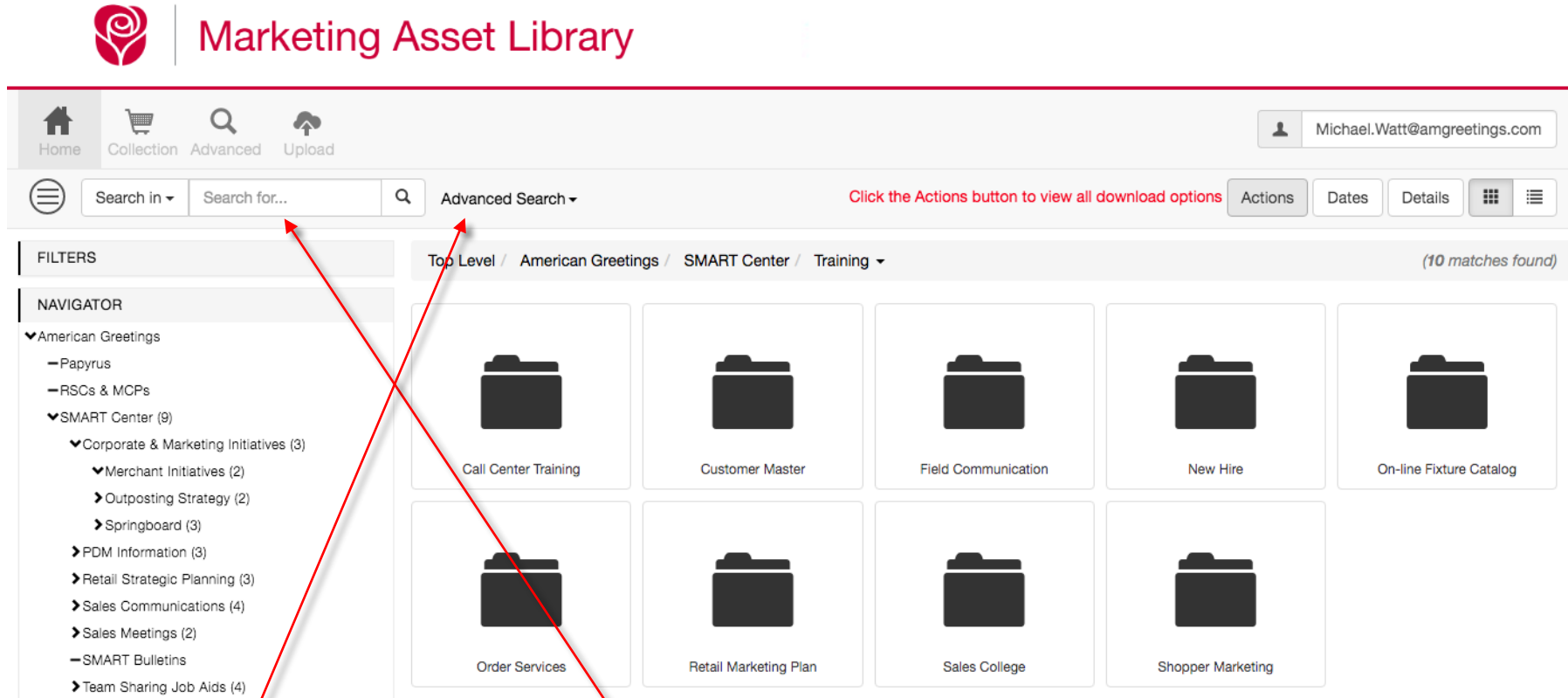
Once you have logged in you will be presented with the directories you have been approved to access. These will appear as folder icons in your main display.

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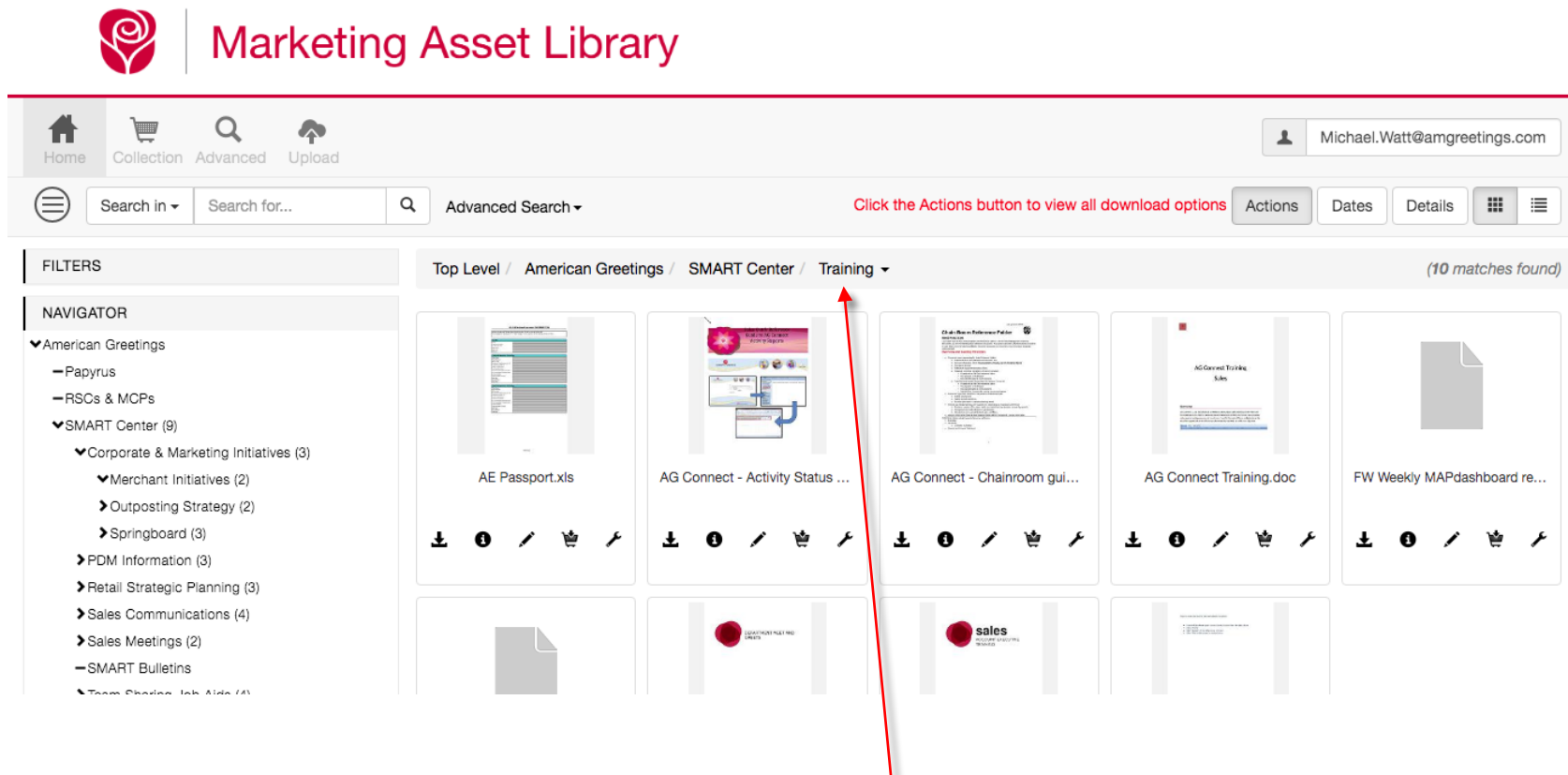
Navigating the Marketing Asset Library
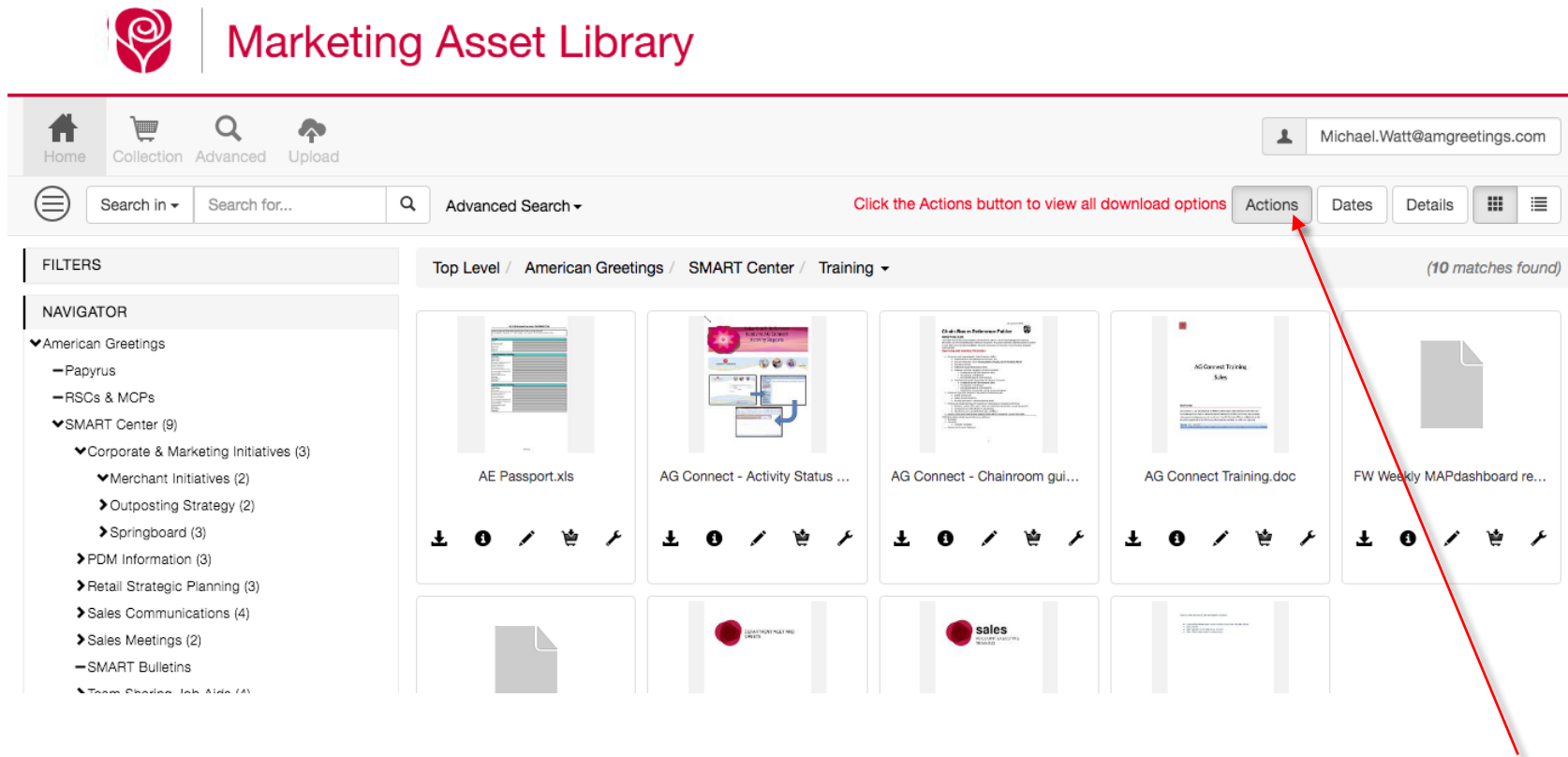
Once you have logged in and selected a product category folder, you will see the image thumbnails appear. **Click** the actions button so that your action icons will be visible under the product image thumbnail images at all times. These will remain on unless you click the button again to turn them off.

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

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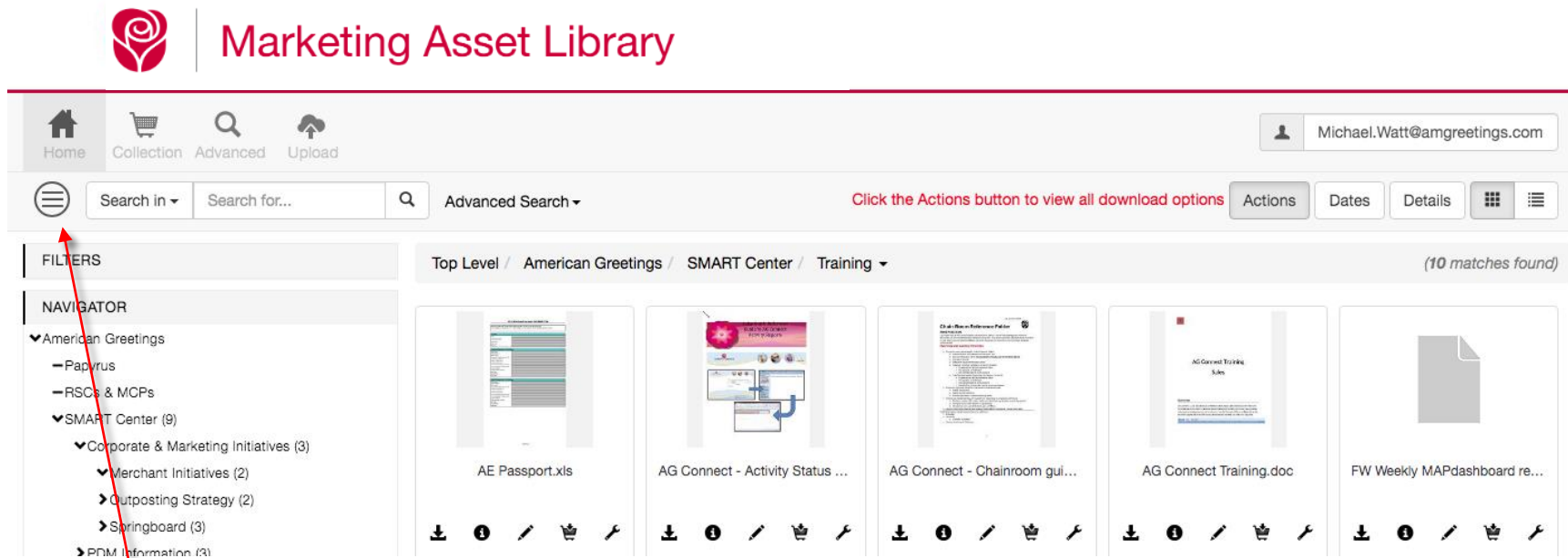
The **hamburger** navigator icon will control the opening and closing of the left navigation. Clicking this icon will open and close it. This is the open view.

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

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.

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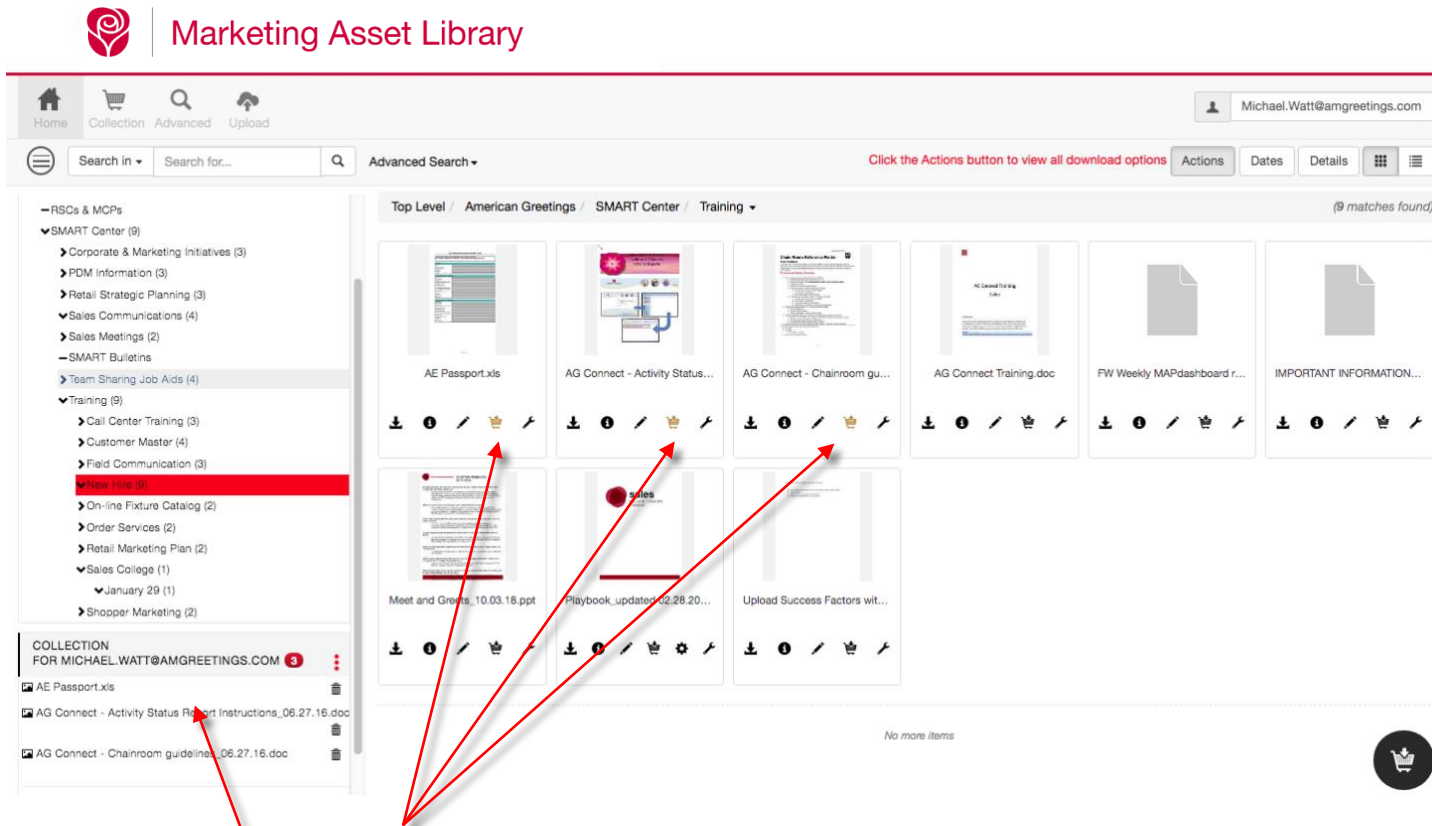
Here, you can see the **Collection** icon for each image was selected for these 3 images and the icon changed to gold color to indicate they have been selected.

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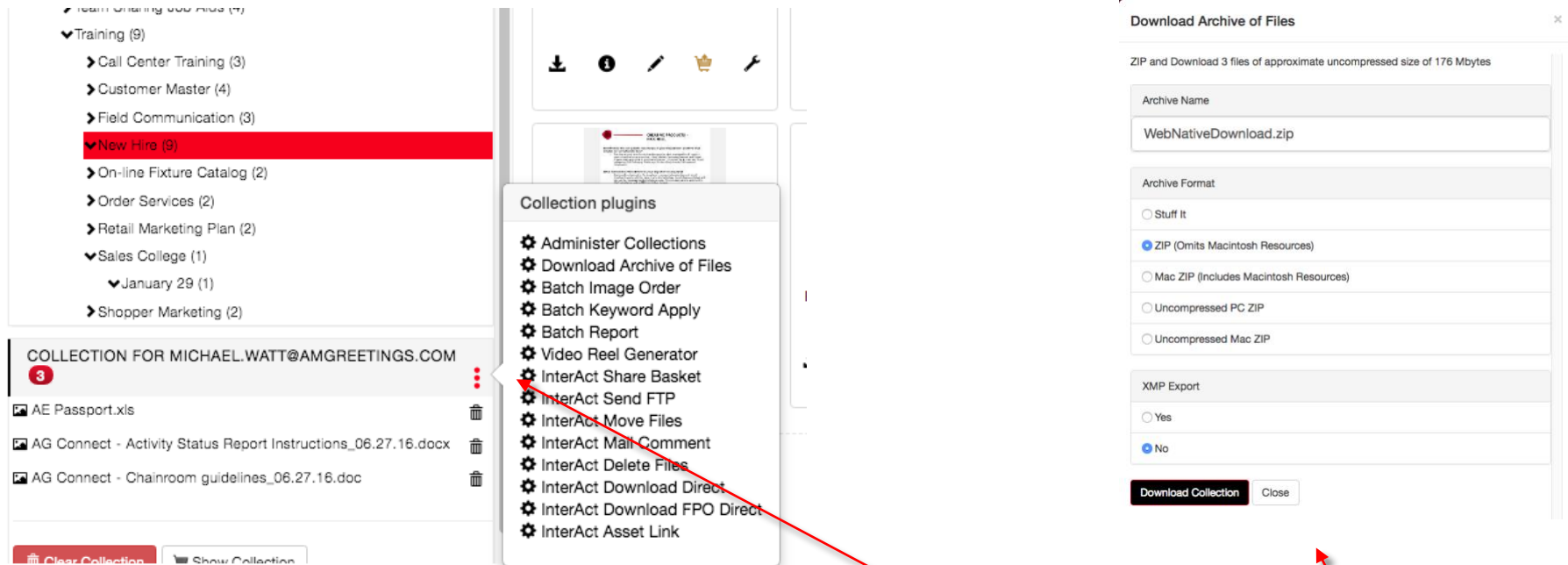
Once you have added all the assets to the collection then click on the **3 dots** by your collection navigator to display a menu of options. Selecting **Administer Collections** and you can give this collection of assets a unique name and save it for future downloads if needed without having to search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

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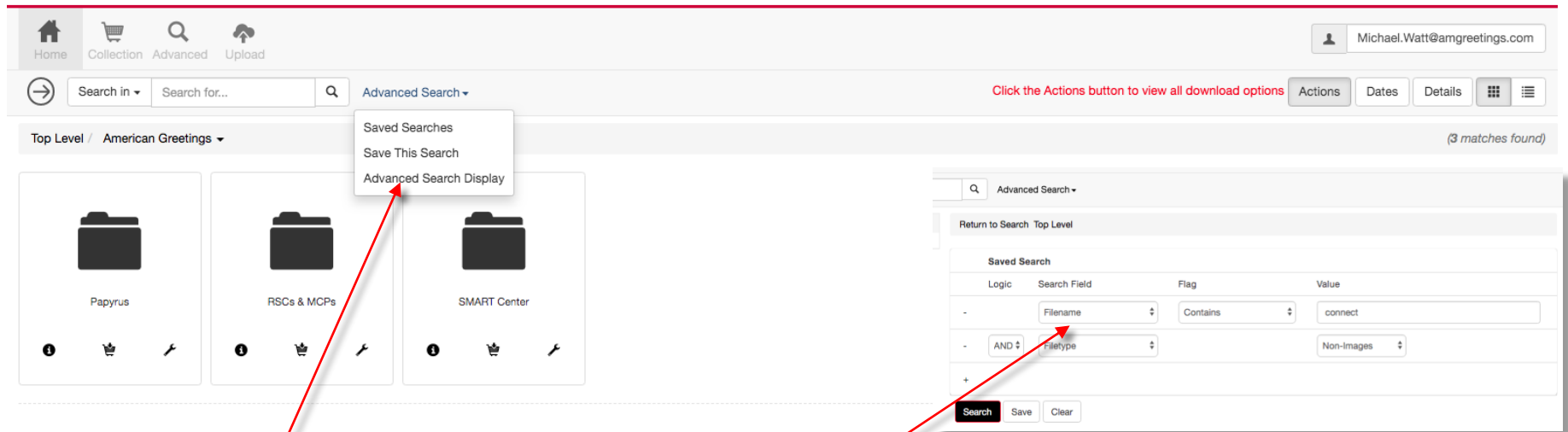
If you know some information about the asset you are looking for such as file name (whole or partial), file type (image, PDF, video, etc.), the advanced search will enable you to narrow the results you get when searching.

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

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.

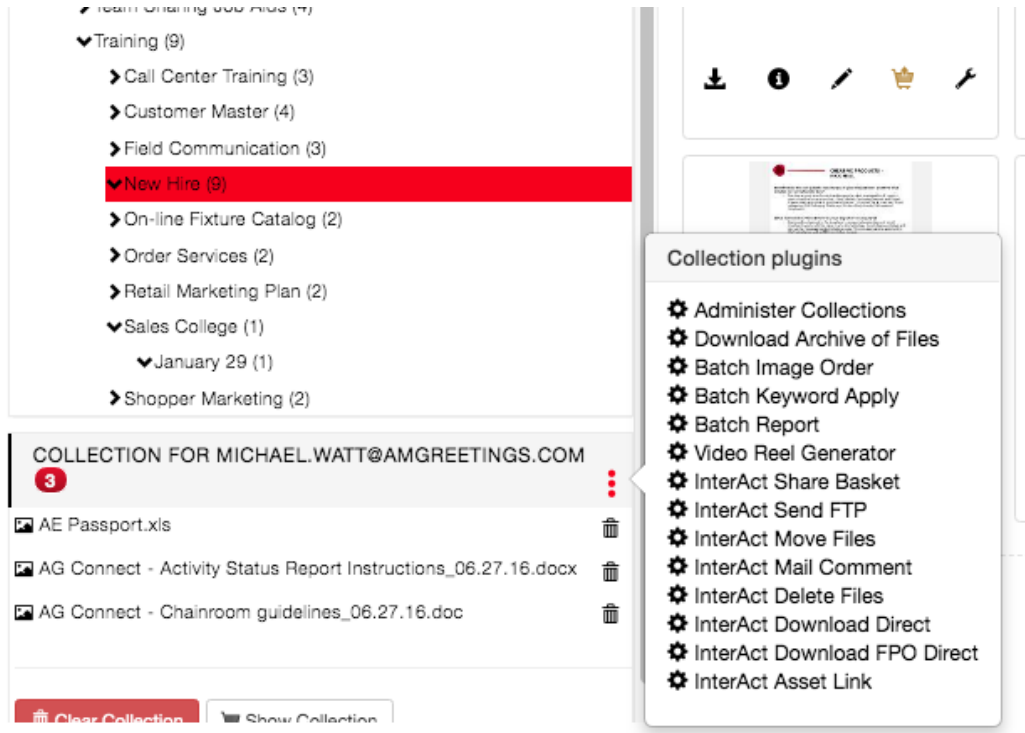**Administer Collections** allows each user to set and save their own specific collections. This may be different groupings of assets that you use and download often. Add the assets to your collection and save the name of it to access at a later date. Multiple Collections may be saved.

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).