

Content & Asset Management

Create, manage, and organize marketing content with structured workflows and real-time visibility.

Specification

SKU	BUS-MKT-CNT
Solution area	Business Operations
Works with	Campaign Planning & Management, Marketing Requests, Sales CRM, Agile Product Management
Updated	Sep 26, 2026
Datasheet	v1.0

What it is

Content & Asset Management is the process of creating, organizing, managing, and distributing marketing content and assets. It ensures that teams can access the right content, maintain consistency, and execute campaigns effectively.

SmartSuite’s Content & Asset Management solution provides a structured, scalable system to create, manage, and organize marketing content and assets across the organization. It replaces scattered files, shared drives, and disconnected workflows with a centralized, workflow-driven content system.

With a centralized content system, marketing teams gain full visibility into what content exists, where it is used, and how it is managed.

Core capabilities

Content Creation & Management

Create and manage marketing content and assets.

Asset Library & Organization

Maintain a centralized repository of content.

Version Control & Revision Tracking

Track updates and maintain content history.

Approval Workflows & Governance

Ensure content is reviewed and approved.

Content Tagging & Categorization

Organize assets for easy discovery and reuse.

Campaign Integration

Link content directly to campaigns and initiatives.

Collaboration & Feedback Tools

Enable cross-team content collaboration.

Usage Tracking & Visibility

Understand where and how content is used.

Audit Trails & Documentation

Maintain traceability for compliance and governance.

The Content Lifecycle

Step 1 Create Content & Assets Develop marketing materials and deliverables.	Step 2 Collaborate & Refine Gather feedback and iterate on content.	Step 3 Review & Approve Route content through approval workflows.	Step 4 Publish & Use in Campaigns Deploy content across channels and campaigns.	Step 5 Track & Optimize Content Performance Analyze usage and improve future content.
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Who it is for

Marketing Teams Create and manage campaign content.	Content & Creative Teams Develop assets and materials.	Marketing Operations Teams Coordinate workflows and approvals.
Sales Teams Use content for sales enablement.	Product Marketing Teams Develop messaging and product content.	Executive Leadership Monitor content effectiveness and usage.

Works with

Campaign Planning & Management Drives content usage within campaigns.	Marketing Requests Captures content requests and priorities.
Sales CRM Provides content for sales enablement.	Agile Product Management Supports product marketing and messaging.

Built differently. Content & Asset Management runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Content & Asset Management configured for your organization, or read the full product entry at smartsuite.com/products/content-asset-management.

Schedule a demo