



How to build an in-house creative team with Adobe

Some of the world's biggest brands have realised the benefits of building their own internal creative teams. Companies such as the BBC, Barclaycard, Lego and Spotify have all seen in-house teams boost their efficiency and effectiveness – and so can you.

5 simple steps to bringing creative in-house

The road to bringing your creative in-house doesn't need to be a bumpy one, especially with the tools offered by Adobe.

Here's what you should be considering:

1. The people

The first consideration when building a new internal team will be your organisation's needs and budget. What are your marketing objectives, and will you be looking to build a small, medium-sized or large team?



Remember that as well as the nuts and bolts of a creative team (think designers and copywriters), you'll need to fill strategic leadership roles and client services positions to liaise with customers and stakeholders. What skills are you currently missing?

Once you've decided your team's structure, as well as roles and responsibilities, you'll be ready to get the application process going.

2. The kit

To get the best out of your team members, they need the best possible tools for the job at their disposal. This is of growing importance in today's competitive world of marketing, where high quality, consistently branded campaigns are a necessity.



The key kit required includes workstations as well as the right creative software. Adobe Creative Suite is the industry standard for both designers and businesses and offers everything you need to create a vast range of marketing materials, from flyers and business cards to social content and web pages.

It's also important to consider the remote working factor, which Adobe is perfectly set up for. It allows multiple licences for each individual user, so your team members will be equally capable of accessing everything they need from work or home.

3. The processes

Your people, tech and processes should be seamlessly interconnected to create efficient and effective workflows.

You'll need to create a process for how your team members will communicate and collaborate internally as well as put a simple but robust approvals process in place. Adobe offers many built-in features that will help you along the way, from project management and planning to easy collaboration and approval.

For example, with Adobe InDesign, designers can create a range of beautiful business card templates that can be easily edited and shared on the cloud and without compromising on your branding.



4. The environment

This ease of editing, with the help of a shared library of fonts, colours and logos, makes it easy to improve the creative output of all your staff, whatever their level of technical design expertise.

Social posts and even videos can be easily created to your exact brand guidelines in minutes with tools like Adobe Premiere Rush and Spark. Jobs that used to take skilled designers hours can now be done by anyone in minutes.

But all this needs a physical environment that nurtures your team's creativity. Provide creative spaces, breakout areas, places to socialise – and let your team customise their own creative areas.



5. The future

Looking ahead and planning for the future is critical to make sure you get the most from this exciting change to your business.

Think about how you expect your team to grow and what new technology you might need to invest in to keep up with constant technological change.

The natural environment is something you should also think about when moving in-house – how can you best grow as a business while minimising your environmental impact?

Tied into that is ongoing training and ways to make sure that you're team constantly evolve. Our Adobe training courses are a great way to get to grips with other creative tools within Creative Cloud.



Where are you at on the journey?

Download our checklist at [Jigsaw24.com/bringing-creative-inhouse](https://jigsaw24.com/bringing-creative-inhouse) and see where on the journey you are.

