

COHLEY

Creator Solutions  
at Scale





# How does Cohley work?



## Propriety Software Platform

Cohley is a content generation software platform. We use our own propriety software to execute campaigns for our fully managed services.

### **What this means for you:**

- Cost savings and shorter lead times
- Maximized efficiency and scale

## Third Party Content Creators

The Cohley platform leverages a vast network of content creators opted-in to the platform across all types of categories.

### **What this means for you:**

- Highly targeted creator recruitment
- Pre-vetted creators actively looking to partner with you

## Dedicated Management Team

Your dedicated Cohley team are digital marketing experts and will act as an extension of your team to run campaigns end-to-end.

### **What this means for you:**

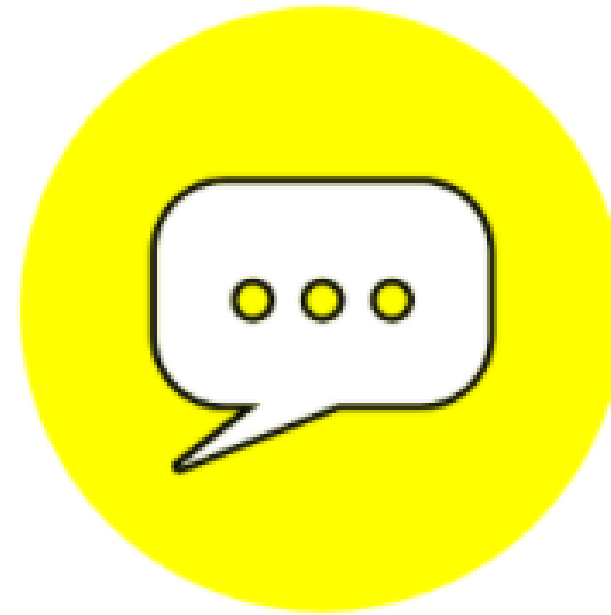
- Extended team bandwidth
- Competitive advantage leveraging industry experts

# Cohley's Fully-Managed Services



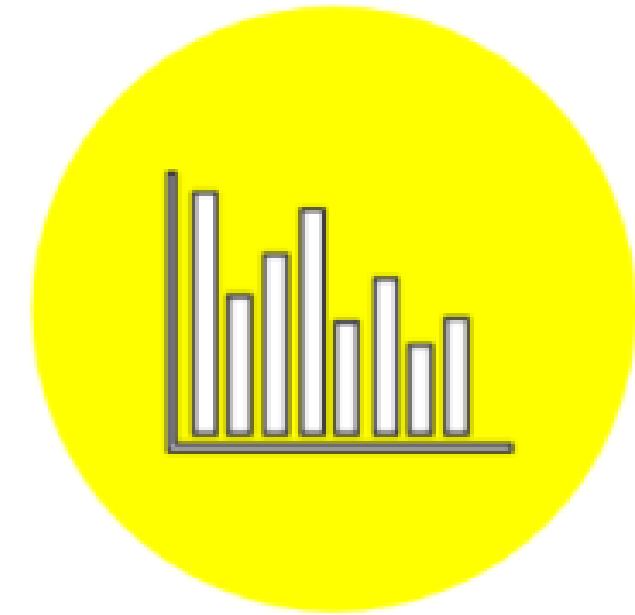
## **CAMPAIGN STRATEGY AND IDEATION**

- Creative strategy conceptualization
- Campaign budgeting and deliverable recommendations
- Full creative brief creation



## **CREATOR COMMUNICATION**

- Creator recruiting, vetting, contracts, and communication
- Creator troubleshooting
- Creator payment dispersal



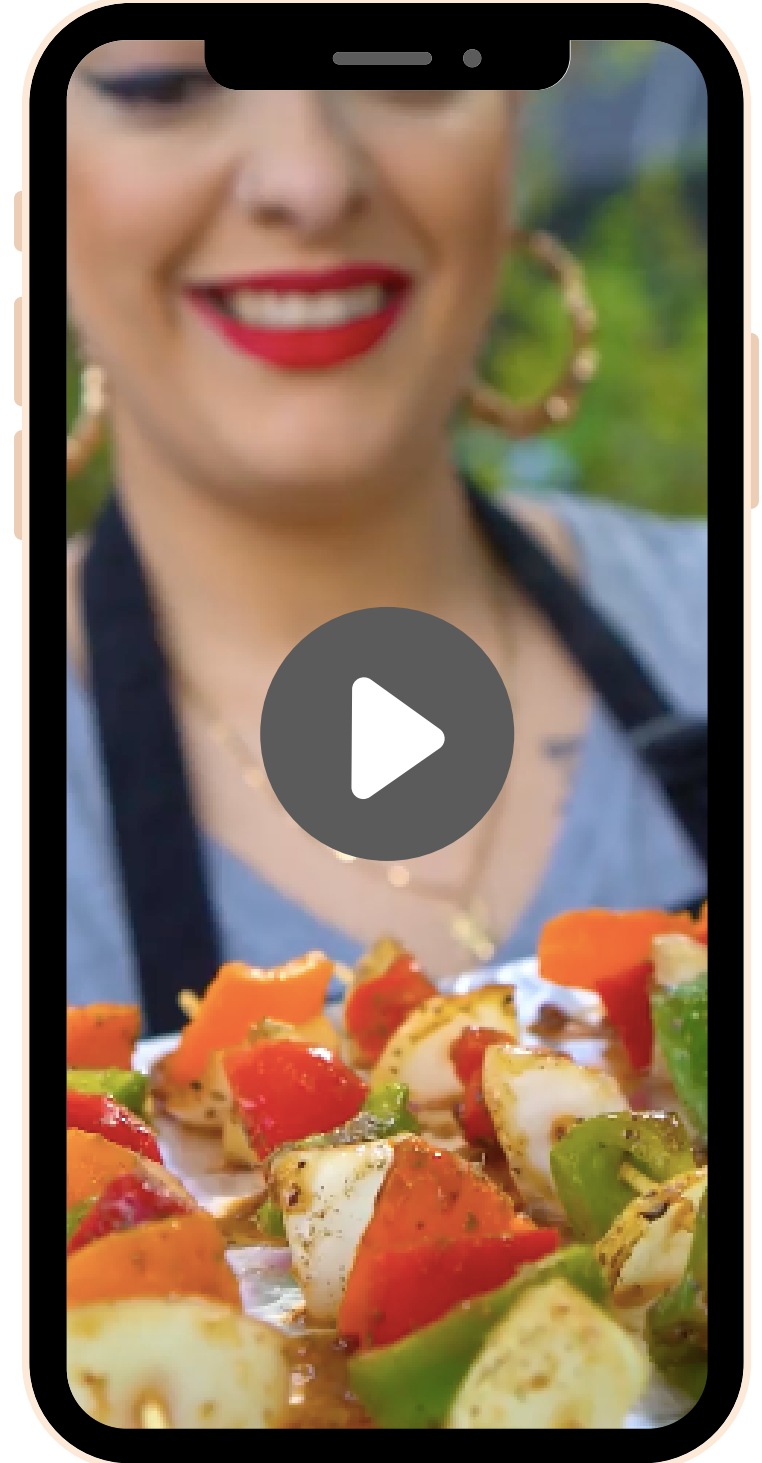
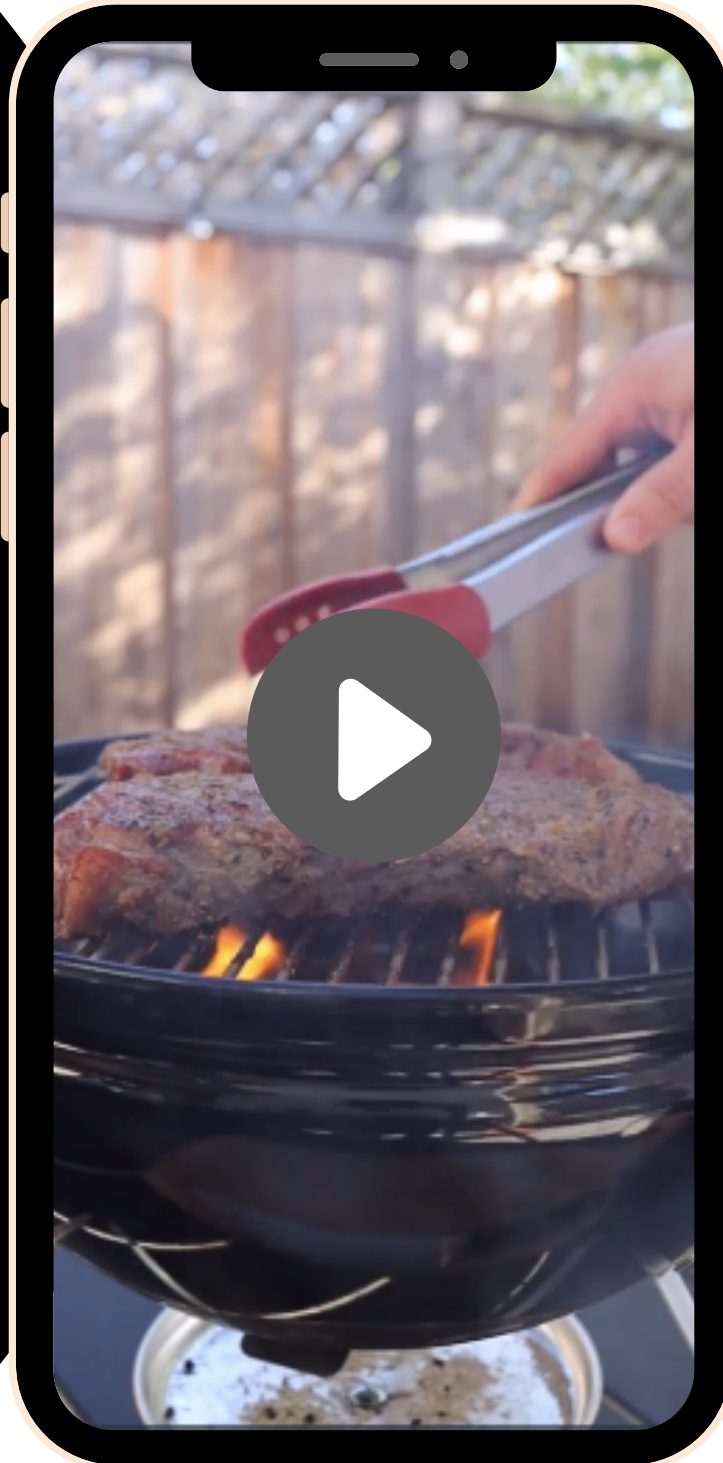
## **CAMPAIGN REPORTING AND WRAP UP**

- Campaign results wrap up decks and debriefing
- Real-time performance data access
- Gain full licensing rights to all assets



COHLEY

# CONTENT SAMPLES



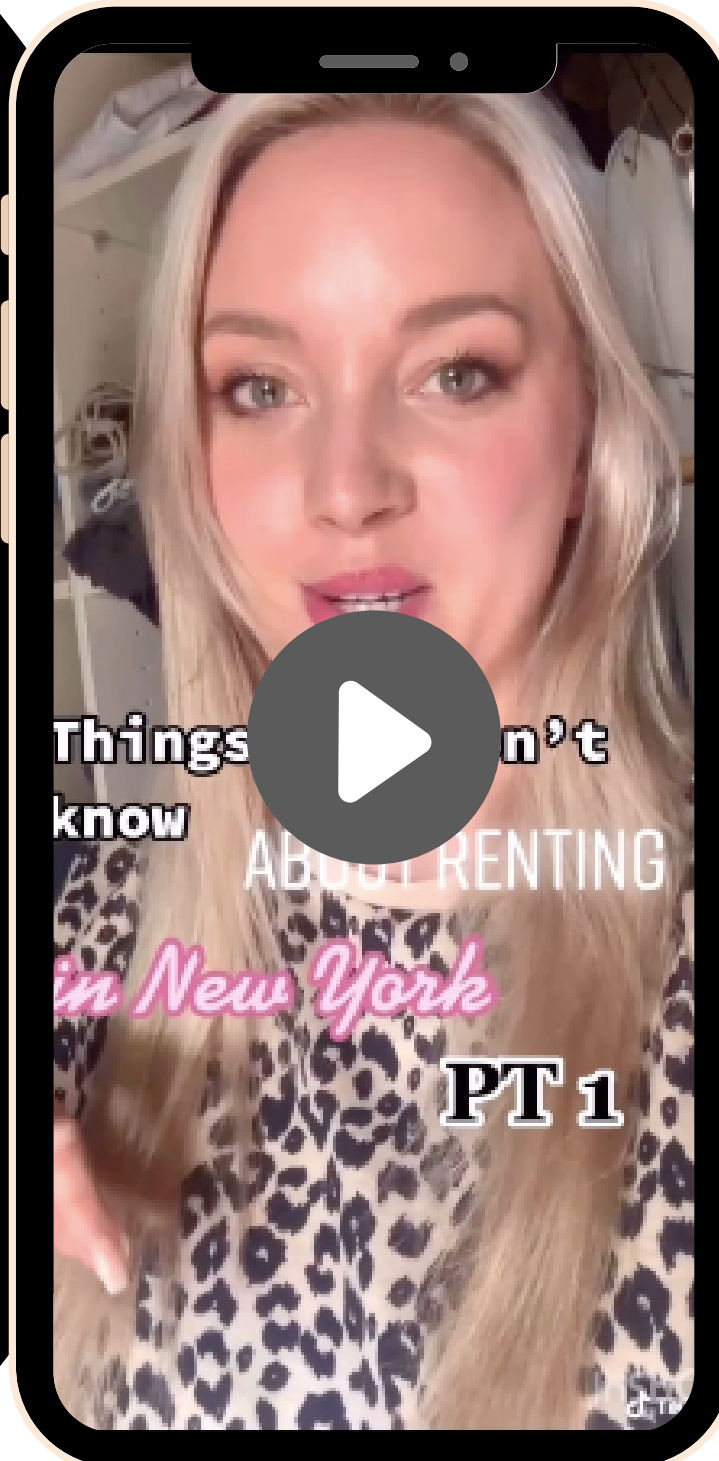




**COHLEY**

# CONTENT SAMPLES

**SYLVANIA**

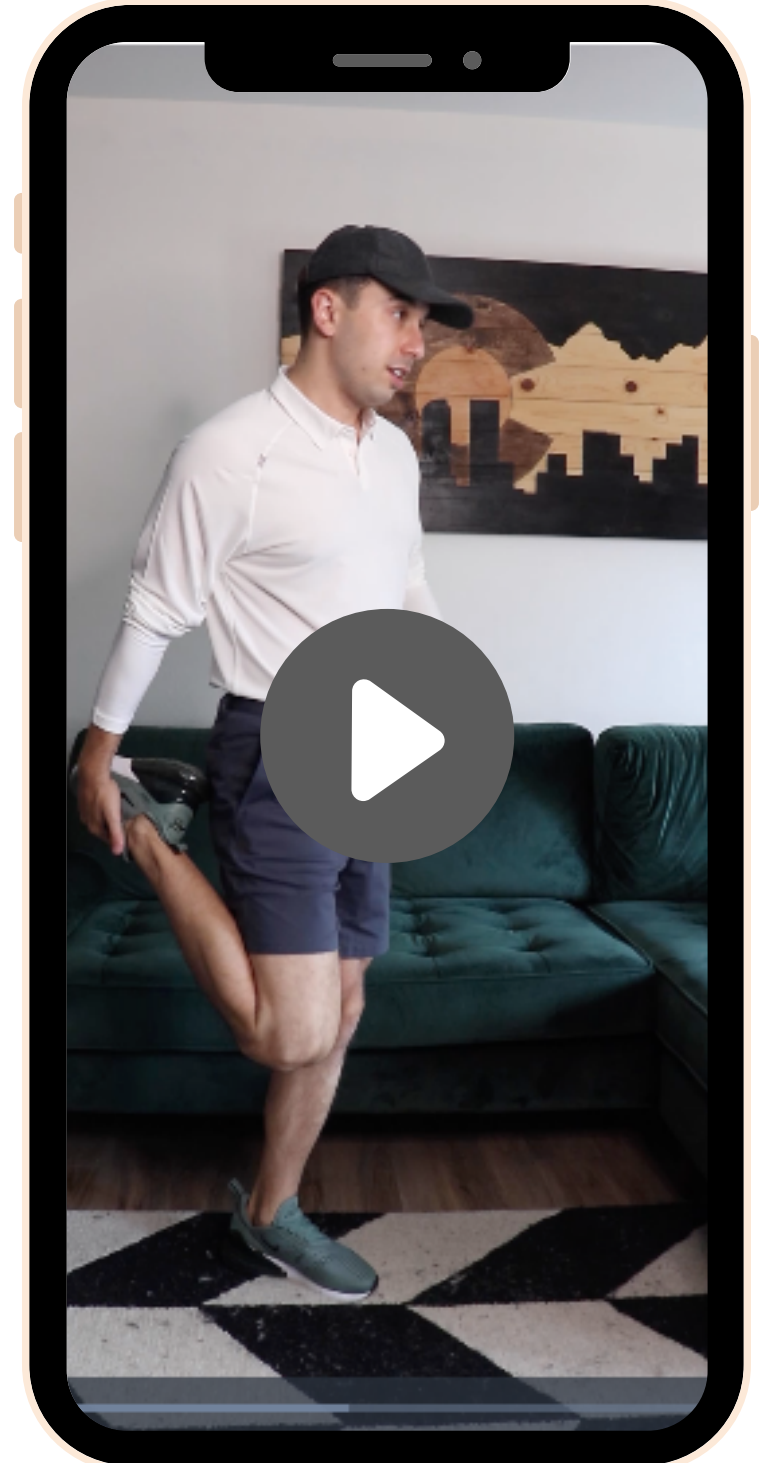
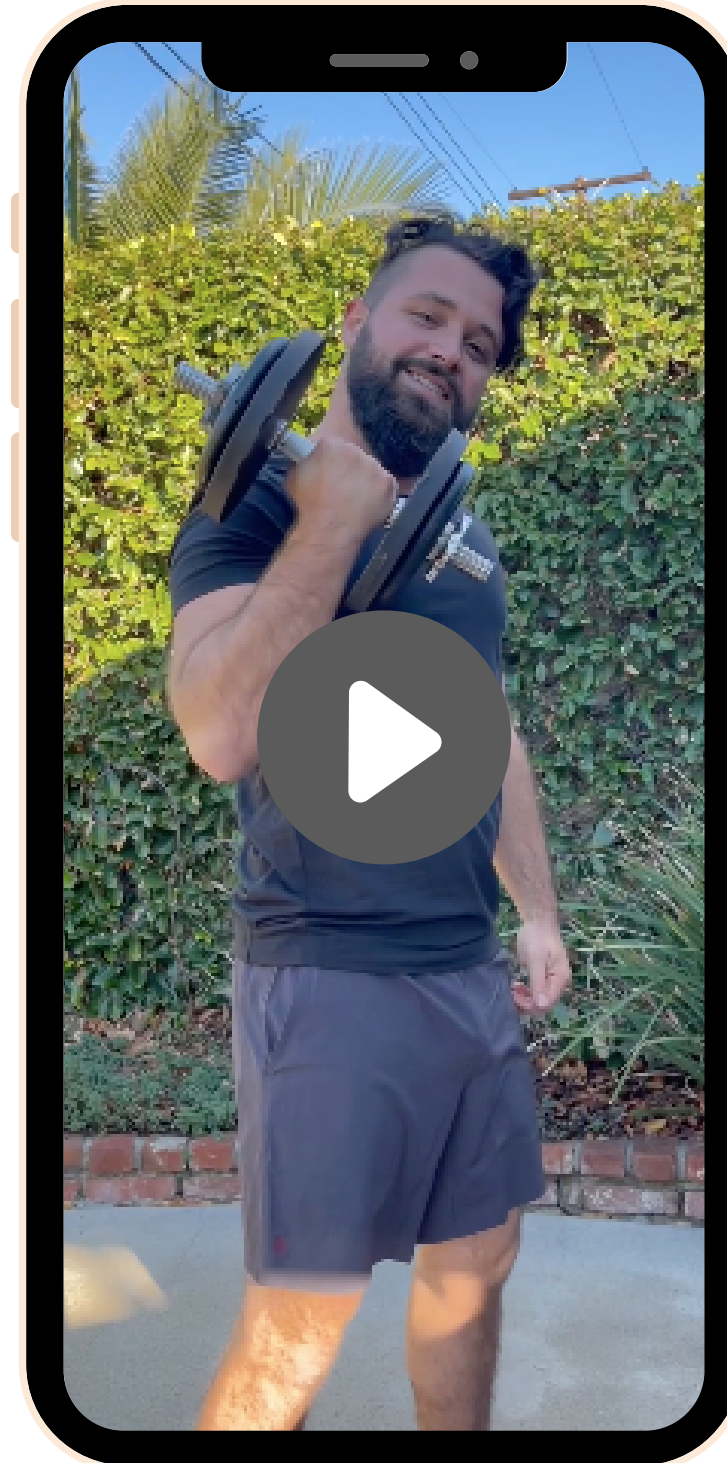
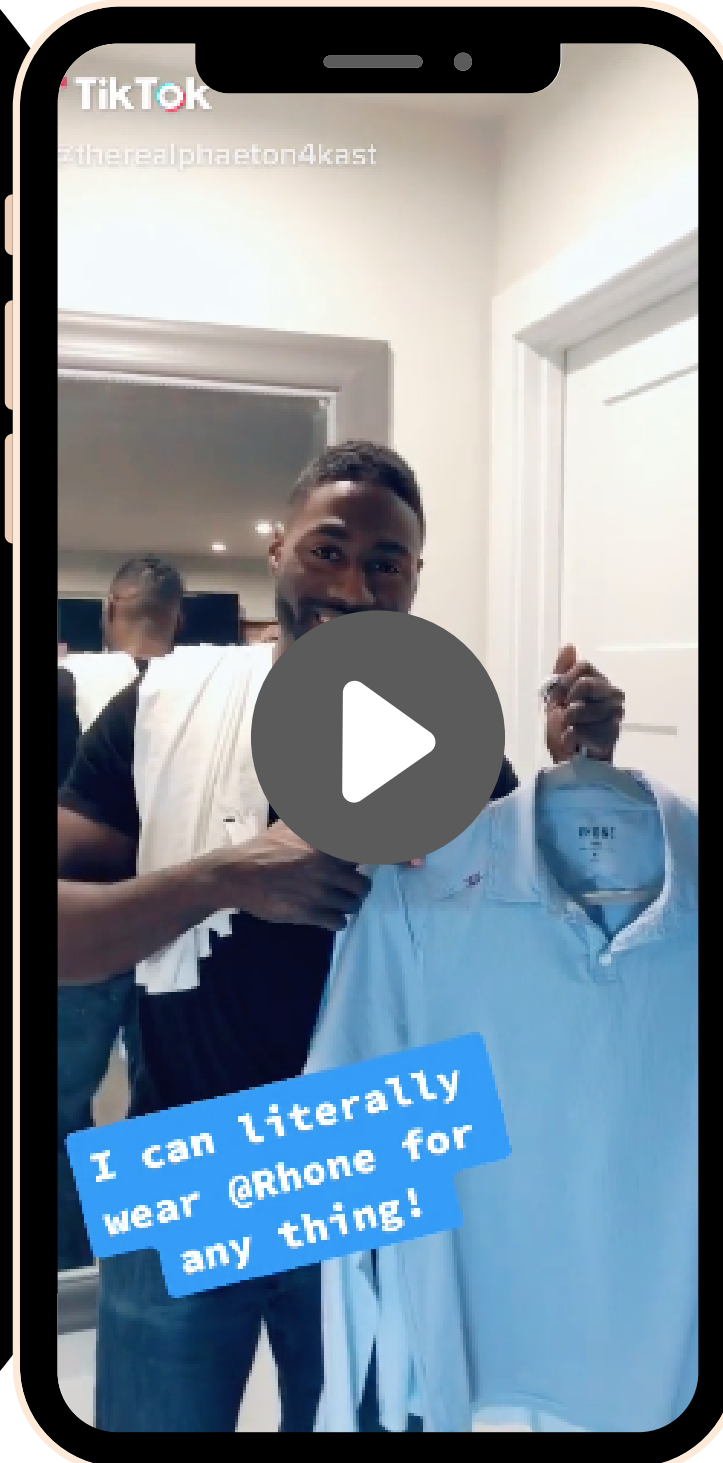




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# CONTENT SAMPLES

RHONE  
XXX



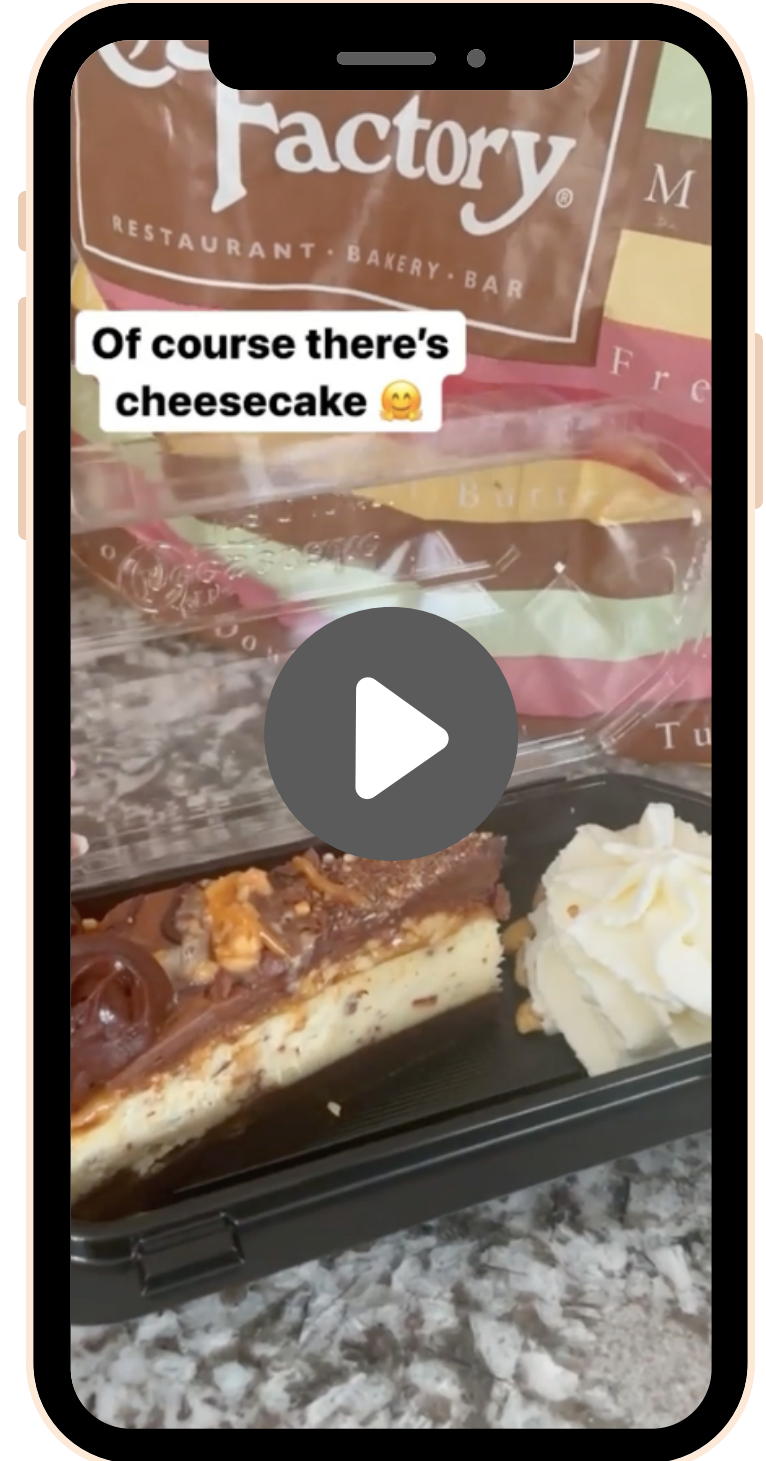
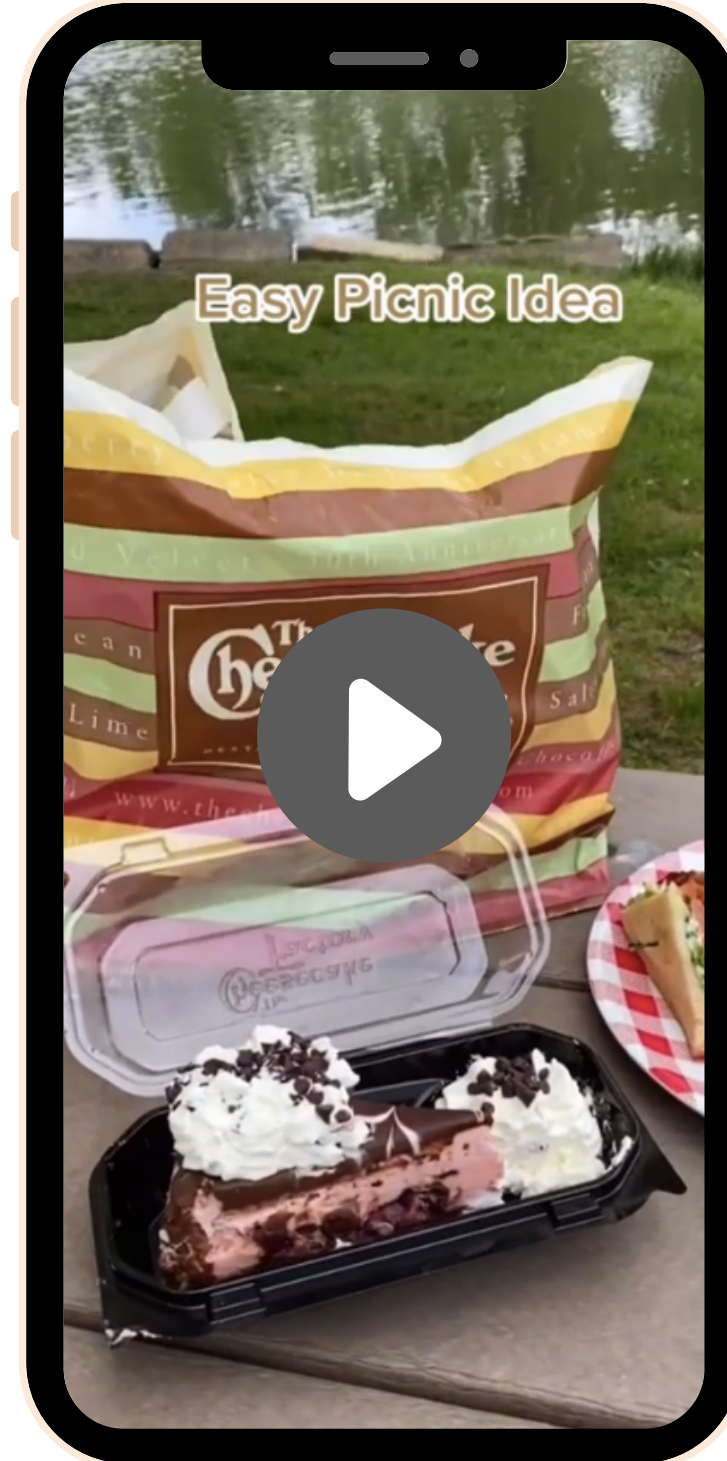
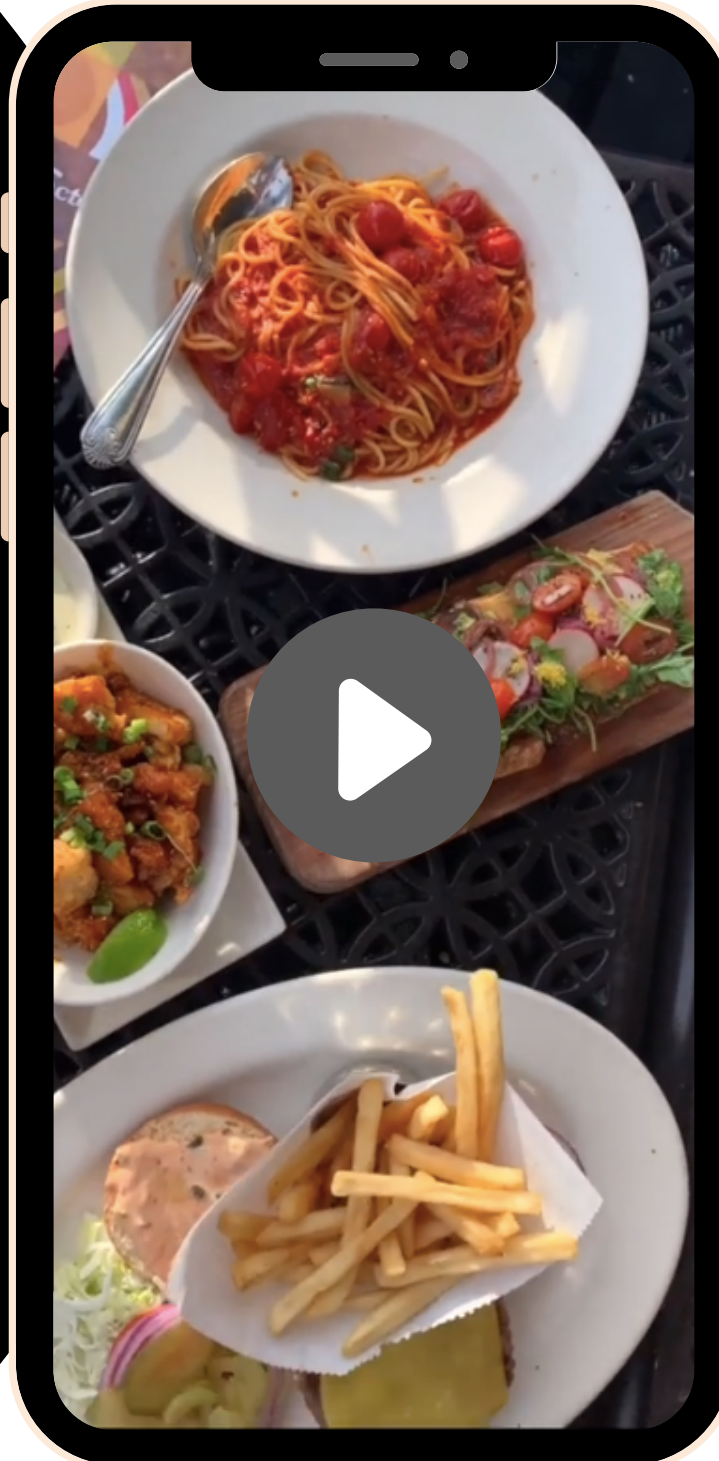




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# CONTENT SAMPLES

The  
Cheesecake  
Factory.



# WE WORK WITH THE BEST...





# Your Points of Contact

Working with Cohley will be the best part of your day.



**Jenn Wang**

Director of Brand Strategy

Jenn oversees enterprise level client partnerships with an extensive background on corporate retail marketing and digital strategy.



**Casey Murray**

Director of Partnerships

Casey oversees both agency and technology partnerships with a hyper-focus on customer success and strategic planning.



**Drew Mellon**

Brand Strategy Manager

Drew is an aficionado in the content and creator space, drawing from his expertise as an influencer on Instagram and TikTok himself.