

Adaptable Workflows

Adaptable content marketing workflows

Run your entire content program smoothly—from thought leadership and webinars, to product marketing and social media management—with flexible workflow templates and automations.

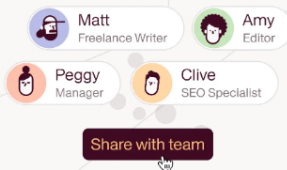
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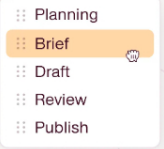
Your system of record

Easily track and manage content creation across multiple channels in clearly-defined, repeatable processes.



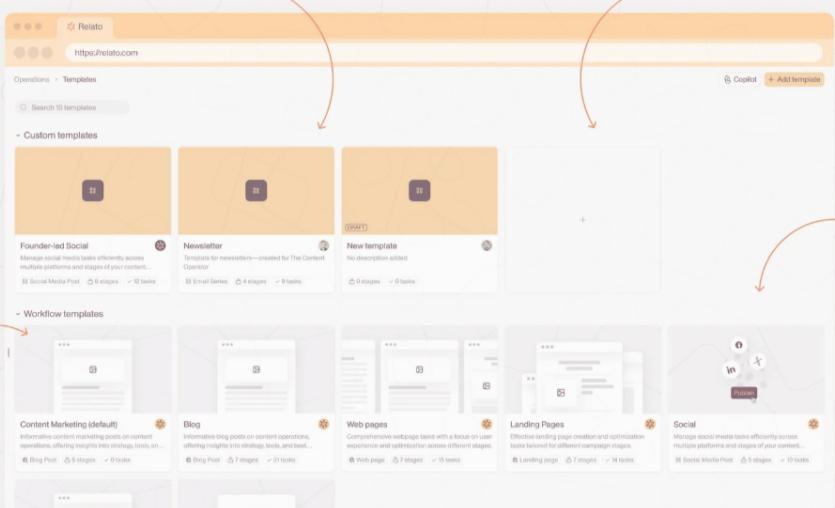
Seamless collaboration

Reduce confusion, streamline communication, and ensure all team members have consistent, up-to-date information.



Accelerated content delivery

Quickly spin up new content projects with standardized, automated workflows tailored specifically for different content types, channels and campaigns.



Tailor templates, stages and tasks to fit the exact strategy you're running

Easily add new workflows for every channel you need

Quickly initiate content projects using customizable templates

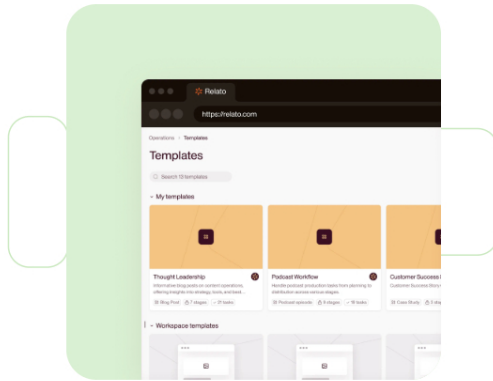
Workflows that adapt to how you work, not the other way around.

See **Workflows** in action

Relato adapts to how you work, not the other way around.

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Pre-built templates for any format

Launch workflows instantly using best-practice templates for blogs, landing pages, video scripts, newsletters, and more.

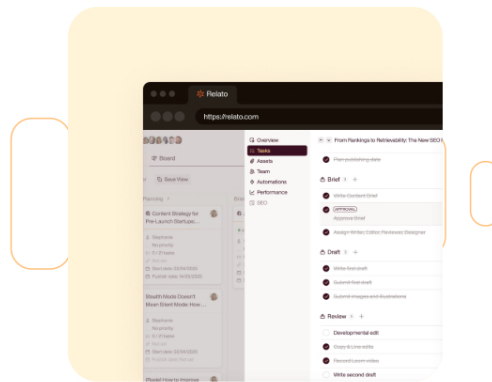
Get projects off the ground without setup delay.

Faster execution without reinventing the wheel.

Customizable to your strategy

Adjust tasks, approval stages, and timelines to reflect exactly how your team runs content.

Your process, your way—without compromise. Maintain strategic consistency and scale with confidence.

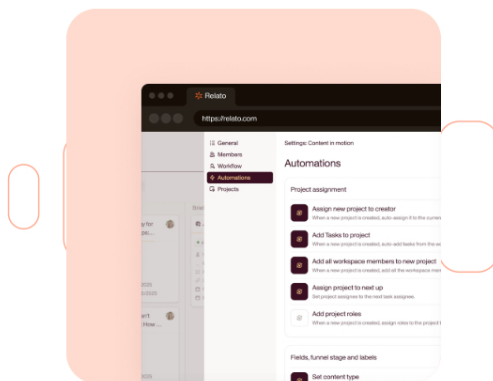


Automation that keeps you moving

Automate repetitive tasks, handoffs, and status updates within your workflow.

Keep teams aligned and production flowing, even across time zones.

Eliminate bottlenecks and reduce overhead as you grow.



See what managing content in one place is like — for free

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