

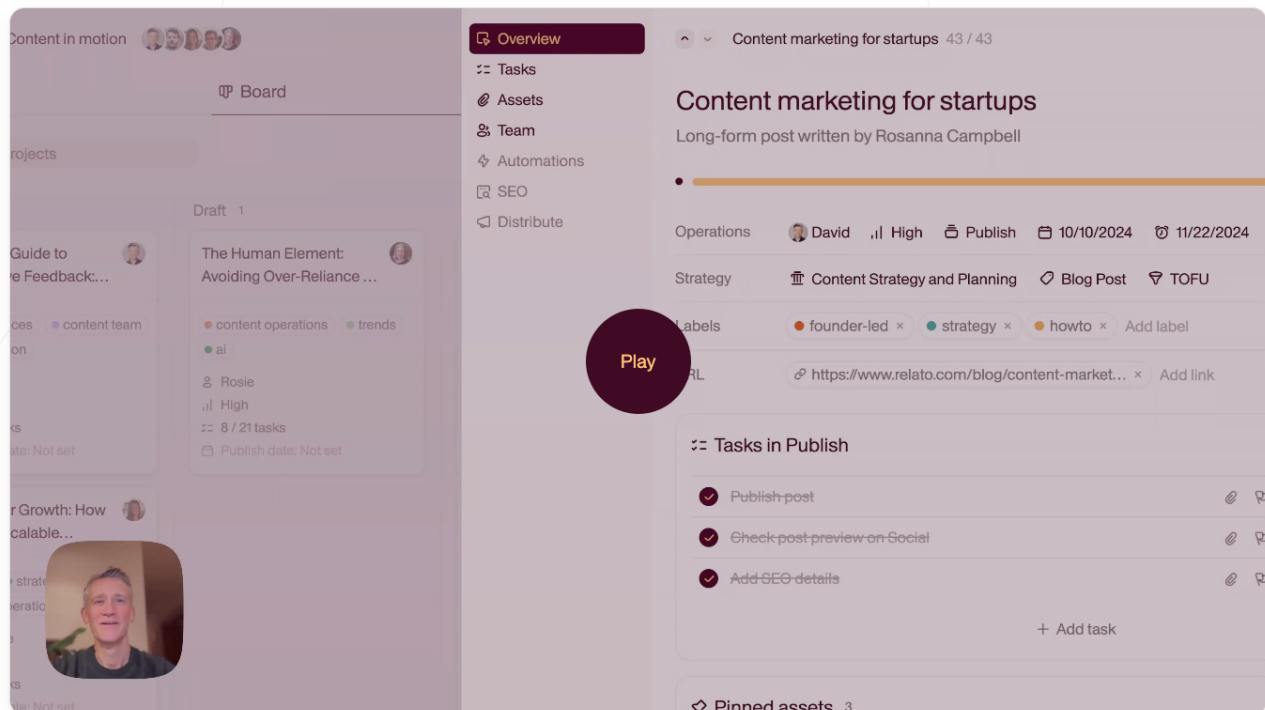
The Content Operations Platform for Distributed Teams

Run your entire content program in one place

Relato replaces your tangle of tools with a single workspace built for briefs, feedback, deadlines, and approvals. No switching tabs. No missed updates. No guesswork.

[Start free trial](#) →

No credit card required



Built for content teams.
Trusted by operators.

Used by in-house, freelancers, and agency teams to streamline production and stop wasting time.



The work isn't the issue.
The workflow is.

Your team's capable. But the system they're working in causes delays, misalignment, and rework that shouldn't happen. Here's what we see over and over:



No shared visibility

Status lives in someone's head, or worse, a buried Slack thread. Everyone's guessing until the deadline hits.

Too many tools

Writers, editors, and PMs bounce between Docs, Sheets, Trello, email, and Notion. One blog post takes five tabs and three nudges to publish.



Endless revision loops

Unclear briefs and scattered feedback lead to rework, missed context, and stalled progress.

Slow approvals and permissions

Waiting on comments. Waiting on access. Waiting on someone to say, "Go." It's all wasted time.





No system of record

There's no clean handoff, no shared source of truth, and no easy way to track what's working or stuck.

Why we built Relato

We've led content teams, burned out editors, and freelancers juggling four different platforms just to turn in a blog post.

We got tired of duct-taping together Trello boards, Slack threads, random docs, and last-minute approvals. So we built the system we always wanted:

One place to plan, draft, review, and deliver content.

One workspace that keeps strategy, deadlines, and feedback connected.

One tool built for how content teams actually work.



Want to see what that looks like in **action**?

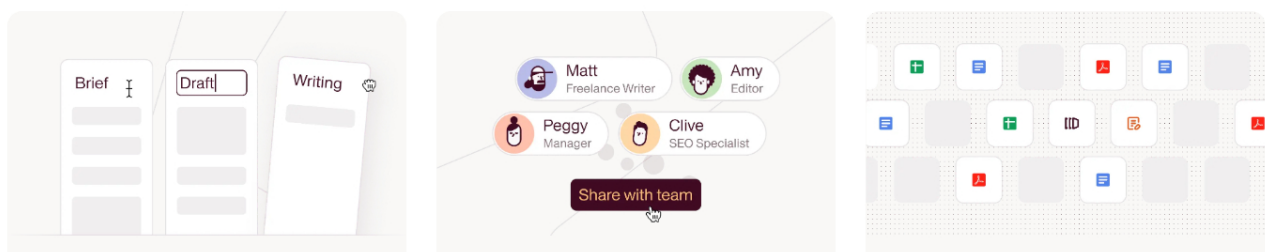
From confusion to clarity with one platform.

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Built for how content teams actually work.

Relato replaces scattered tools with one connected workspace, so your team can spend less time managing logistics and more time shipping content that delivers.



Plan and start faster

Create content-native projects in minutes. Use AI to pre-fill briefs, assign roles, and set deadlines. Customize workflows to fit your team's workflow.

Collaborate without the back-and-forth

Share drafts, comments, and feedback in one place. Skip the permission ping-pong with role-based access. Keep work moving — across teams, clients, and time zones.

Organize and scale with less stress

Store everything in one searchable content library. Curate Collections to share assets across teams or clients. Repurpose what's working without digging through old docs.

What teams are saying

Real words from content leads, editors, and marketers who were tired of juggling tools, chasing feedback, and guessing what's going on.

"I've never seen anything like this before,
and **it's blowing my mind**"

a head of content drowning in Google Sheets

"**we do this manually now** and
sometimes it's months until we notice
that person still has access"

an overwhelmed writing team manager

"if you have an editor and a writer and
then the creative director... **they can all
stay within the same workspace**"

a content manager with Asana PTSD

"other tools make you build everything
from the ground up — **I don't want to do
that work**"

a creative director with other things to do

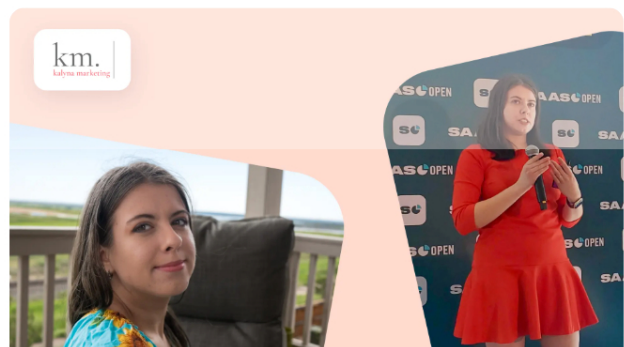
Real workflows. Real results.

See how marketers, agencies, and freelancers use Relato to streamline reviews, simplify collaboration, and scale production, without more tools or more stress.



How Rally Built a Repeatable Content Process That Scales

Case studies • September 1, 2025



How Kalyna Marketing Uses Relato to Organize Content Workflows for Clients

Case studies • July 11, 2025



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