

EVERY BRAND MAKES CONTENT. ALMOST NOBODY MANAGES WHAT HAPPENS TO IT AFTER.

Marshal is an operations service that helps growing ecommerce brands get more value from the creative they've already paid for — the photos, videos, ads, and campaigns that pile up across teams, vendors, and platforms with no system underneath.

Think of it this way: A brand hires photographers, video teams, agencies, and freelancers to make content. All of that work gets delivered into folders, drives, and inboxes. But nobody tracks what exists, what's performing, what's expired, or what never got used at all. Marshal is the operating layer that makes that visible — like a logistics coordinator for creative assets instead of physical inventory.

THE GAP NOBODY'S WATCHING

<p>52%</p> <p>of creative assets produced are never used</p> <p>CREATIVEX, 2024</p>	<p>65%</p> <p>of existing content can't be found when needed</p> <p>FORRESTER, 2022</p>	<p>5x</p> <p>increase in content demand, same infrastructure</p> <p>ADOBE, 2024</p>
--	--	--

WHAT MARSHAL ACTUALLY DOES

<p>CATALOG & CLASSIFY</p> <p>We connect to your ad platforms, drives, and storage. No migration — we read what's there and build a clear picture of every asset you own.</p>	<p>MEASURE & REPORT</p> <p>Monthly reporting on what's performing, what's underused, and where the gaps are. We deliver insights — no dashboards to learn.</p>	<p>REDUCE WASTE</p> <p>We flag duplicate work before it gets commissioned and surface assets that should be running but aren't.</p>	<p>COORDINATE VENDORS</p> <p>When you work with 3–10 vendors making content, someone needs to be the connective tissue between production and deployment. That's us.</p>
---	---	--	---

GOOD REFERRAL SIGNALS

If someone you know has said any of these, they're a fit:

<p>"We keep re-shooting things I'm pretty sure we already have."</p>	<p>"I have no idea which of our ads are actually working."</p>
<p>"Our agency is great but the handoff is a mess."</p>	<p>"We're spending \$30K+ a month on content and I can't tell you the ROI."</p>
<p>"We have assets in 6 different places and nobody knows what's current."</p>	<p>"Every new vendor we bring on makes the chaos worse."</p>

Best fit: Ecommerce and DTC brands doing \$5M–\$100M+ in revenue, working with multiple agencies or content vendors, spending \$20K+/month on creative production.

\$5K

PER MONTH

START WITH A 3-MONTH ENGAGEMENT.

Month one is a full diagnostic — we audit every creative asset, vendor, and workflow. Months two and three shift to ongoing operations: proactive reporting, waste reduction, and vendor coordination. Scales from there.

NO HOURLY BILLING · NO LONG-TERM LOCK-IN · CLEAR DELIVERABLES EVERY MONTH

Warm intros welcome.

matt@marshalops.com · marshalops.com

10 YEARS · 350+ BRANDS
AGENCY, BRAND-SIDE, SAAS, ADVISORY