



"You don't have to worry about multiple copywriters and you can just pay a system to do it all for you."

Collin Skees, Lead Growth Advisor at DropUp

Problem:

Creative marketing agencies struggle with operational costs from hiring multiple specialists from copywriters, publishers, graphic designers, idea strategists, to PR specialists. Agencies need to prove systems work internally before selling to clients to maintain credibility.

Goal:

Streamline operations while building trust: "we don't want to push something if we can't verify that it's working for us" and deliver measurable engagement that drives real business conversations.

Solution:

Provides agencies with comprehensive content management through its social suite and PIN function. The platform offers flexible service delivery with "done for you" or "do it yourself" options, allowing clients to "talk with an AI once a week to extract that experience" while staying hands-off. The system integrates multiple social media platforms as a "one stop shop social media management collective," eliminating the need for multiple subscriptions.