

Cohorts
.team





THE QUESTION EVERY AGENCY IS ASKING

Why is it so hard to hire great *talent*?

You've posted the role. You've sat through the interviews. You've made the offer. & somehow you're still not where you need to be. You're not alone, & you're not wrong. The system is broken.



THE PROBLEM

Three reasons the *talent gap* keeps winning.

01

Great talent comes with great cost

Elite performers know their worth – & they charge accordingly. The math rarely works for growing agencies. You need A-level output for B-level budget & the market doesn't bend to that equation.

02

Mismatch

Culture, workflow, pace & ambition – these things rarely show up in a CV. By the time you realise the fit is wrong, months have passed & clients have noticed & your back at square one. While you were chasing the wrong hire, the right one moved on.

03

The Agency Paradox

Clients demand more deliverables, faster timelines & tighter budgets. So agencies, stretched thin, pass that same pressure down asking their talent for more output, more flexibility & lower cost. The best people leave. The cycle continues



THE SOLUTION

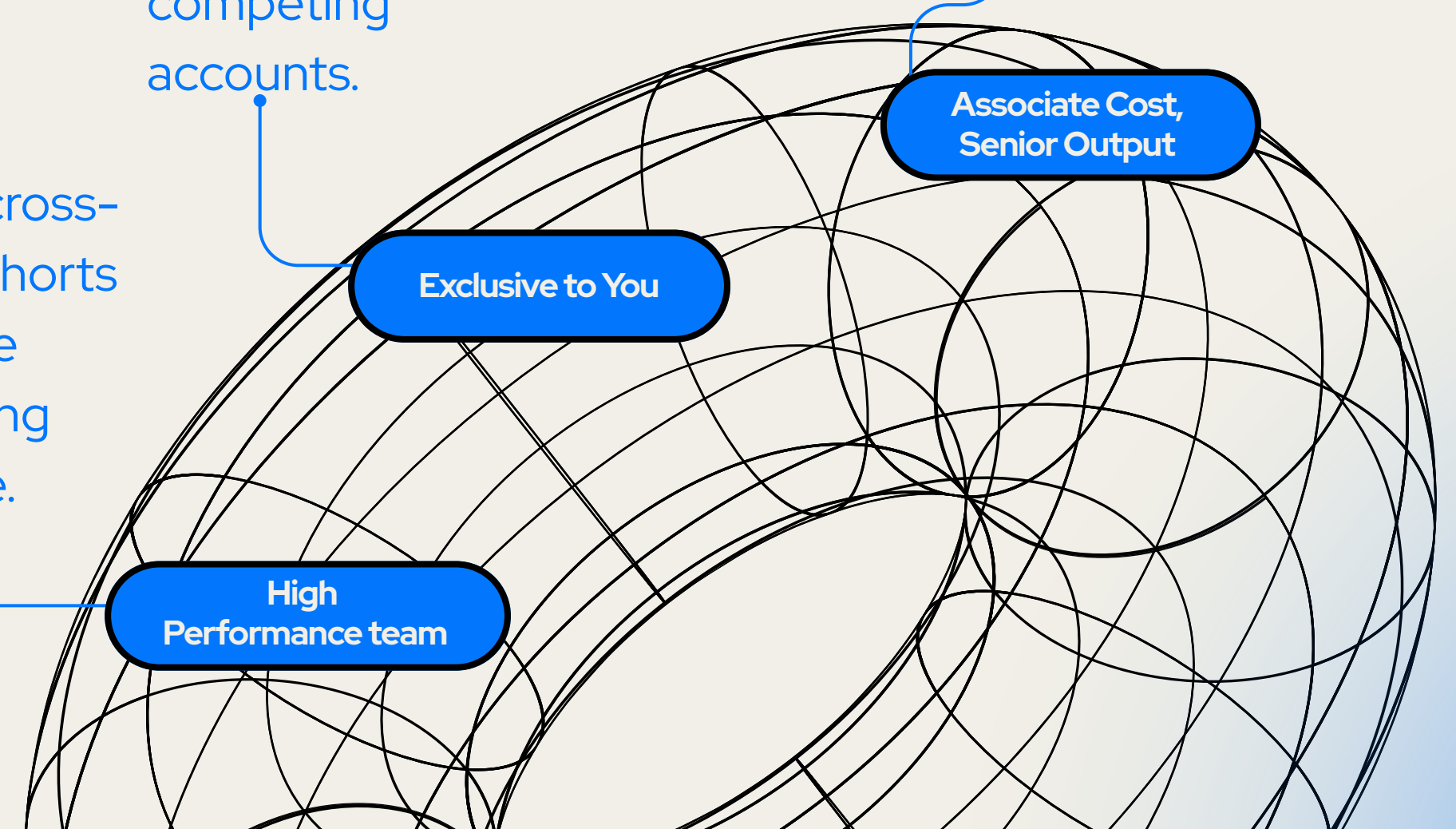
Finally – agencies get more for *less*.

Cohorts.team is built for marketing agencies that refuse to compromise. We fit a high-performance team that works exclusively with your agency, without the overhead of a full-time hire, at the cost of bringing on a single associate.

Your cohort works with your agency only. No split attention, no competing accounts.

The economics of one hire. The firepower of a full team.

Pre-vetted, cross-functional cohorts built to hit the ground running from day one.





**This isn't outsourcing. This isn't a
freelance marketplace. This is a
purpose-built operating model
designed around the reality of how
agencies grow.**



Our Core Team



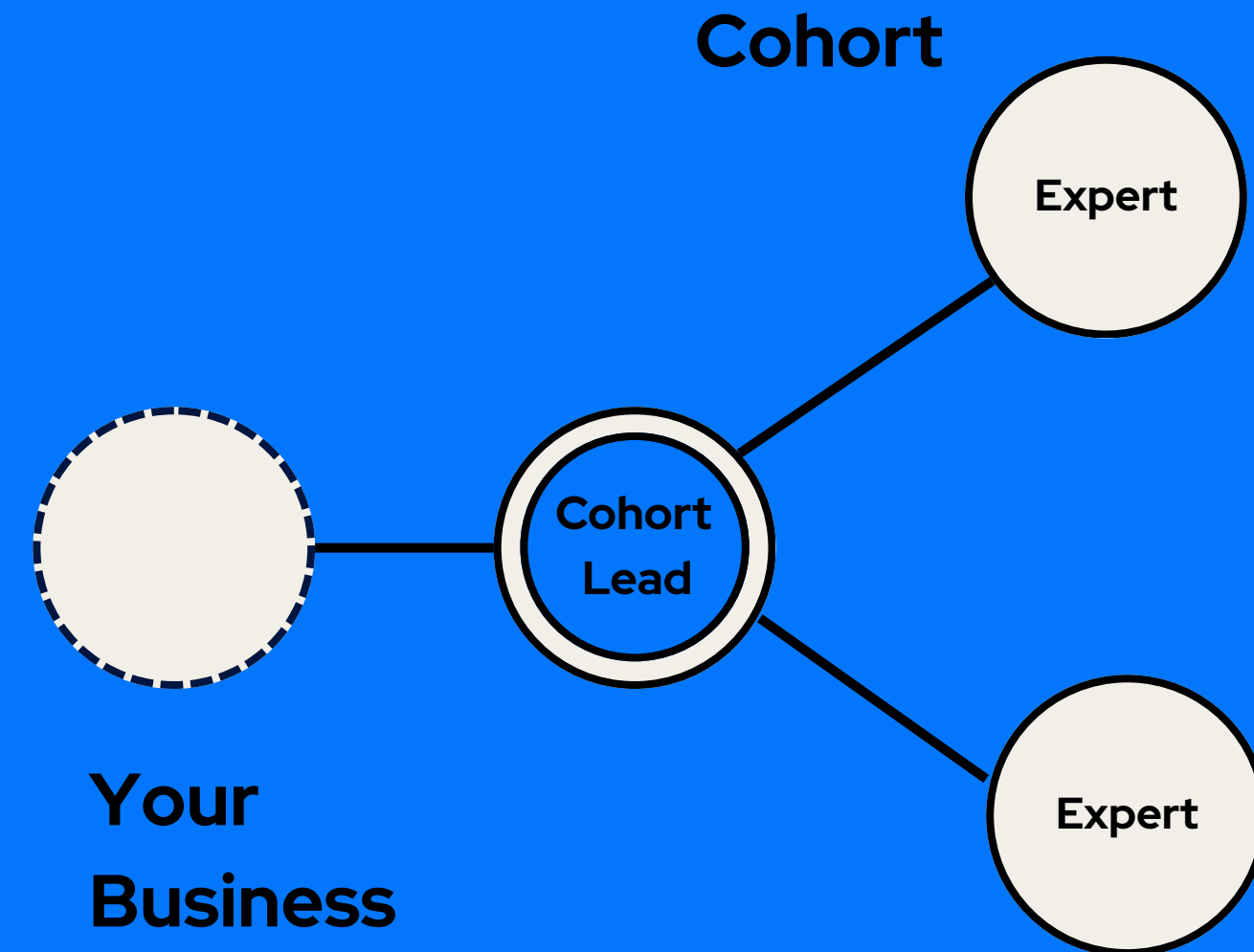


THE INNOVATION

How we work?

We place a dedicated team of specialists into your business to execute your marketing, design, & growth needs. A Cohort Lead manages the account & works closely with your project coordinator as the main point of contact.

The cohort works exclusively with you, becoming an extension of your team & giving you access to full-time support without the overheads of hiring in-house.



Capabilities

Organic

- AI & LLM Optimisation
- Technical SEO Audit & Fixes
- On-Page SEO Optimisation
- Local SEO & Google Business Optimisation
- GEO & Trust signals

Performance

- Paid Strategy & media planning
- PPC
- Keyword & audience research
- LLM advertising
- Growth Projections
- GTM strategy
- Platform creation

Design

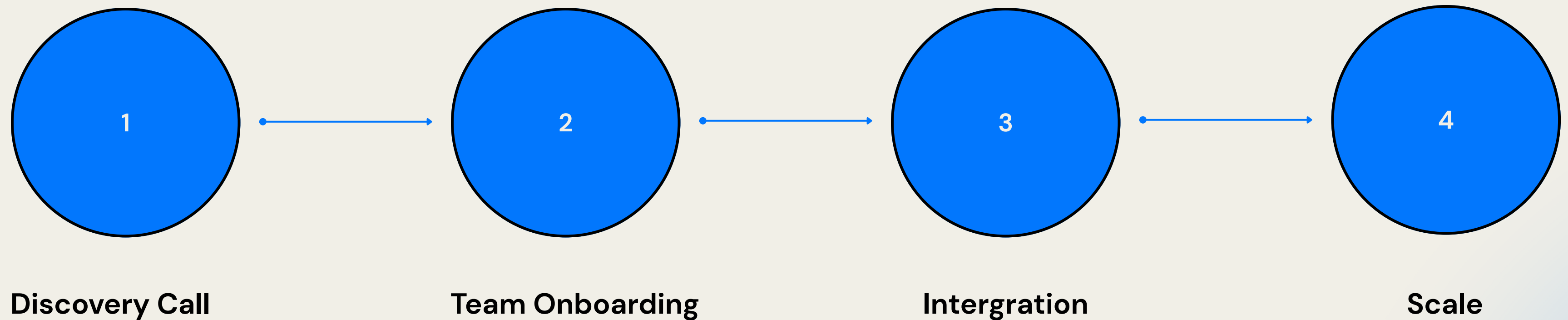
- Brand & Visual identity
- Social Media marketing
- Ad creative & campaign design
- Creative business asset design
- Website design
- AI Tool Development





THE MODEL

How **cohorts.team** integrates with your agency





Available cohorts, ready to embed with your agency.

SA MR LK **Growth Cohort**
3 specialists

Performance-First Marketing Team

Built for agencies with high-spend paid media accounts. This cohort owns your paid social, search, and conversion strategy — from brief to reporting.

Meta Ads Google Ads CRO Analytics

NO PJ TM FA **Content Cohort**
4 specialists

Brand & Content Power Team

For agencies with strong content demands across multiple clients. Strategy, copy, design, and social management — all aligned under one cohesive creative direction.

Content Strategy Copywriting Design Social Media

KA BN RS DL YP **Full Stack Cohort**
5 specialists

End-to-End Marketing Function

For agencies that need to run a complete marketing department for their clients. Paid, organic, creative, automation, and reporting — a full team operating as one unit.

Full Funnel Automation Creative Reporting
Strategy



Design Cohort – Creative Showcase



Illustrations

The Right *Leader*
Changes Everything

PROFICI

PROFICI

This is what we see in every
scaling business.

PROFICI

This week was about
clarity and cadence.

PROFICI



CLEAR,
COMPASSIONATE ASSESSMENT.




UNDERSTANDING STARTS WITH
LISTENING.



Minimalist


AOB

Stability is the real **flex.**



AOB

Clarity
beats motivation.



AOB

If it isn't **clear,**
it won't **scale.**

Education

careerninja

Importance of Finding A Mentor During College

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careerninja 02

Giving career advice

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careerninja 03

Insights of an industry

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careerninja 04

Build network

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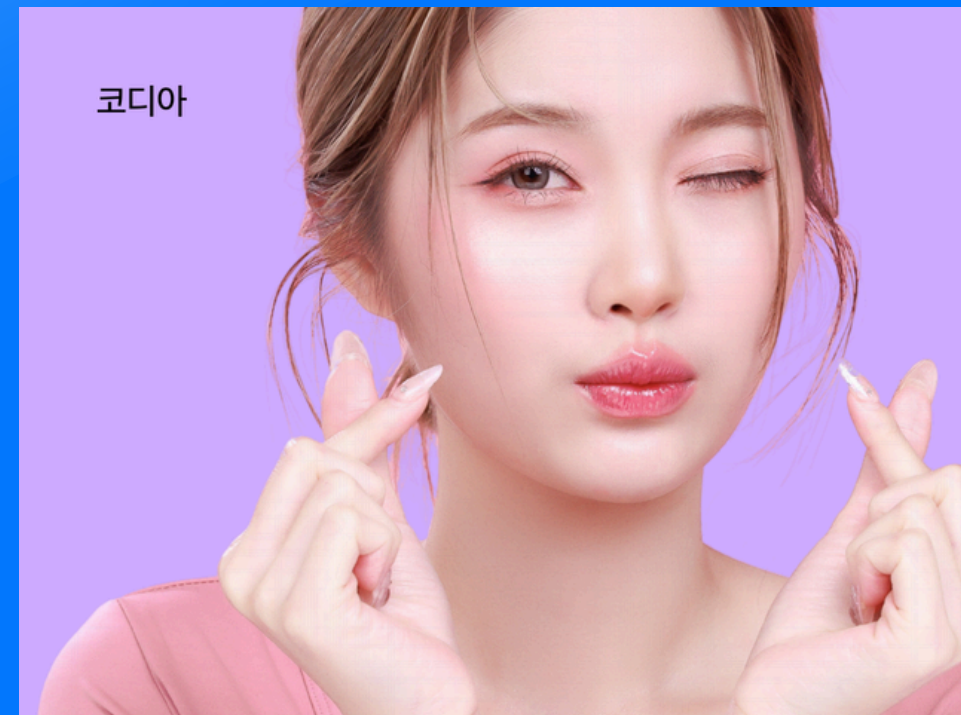
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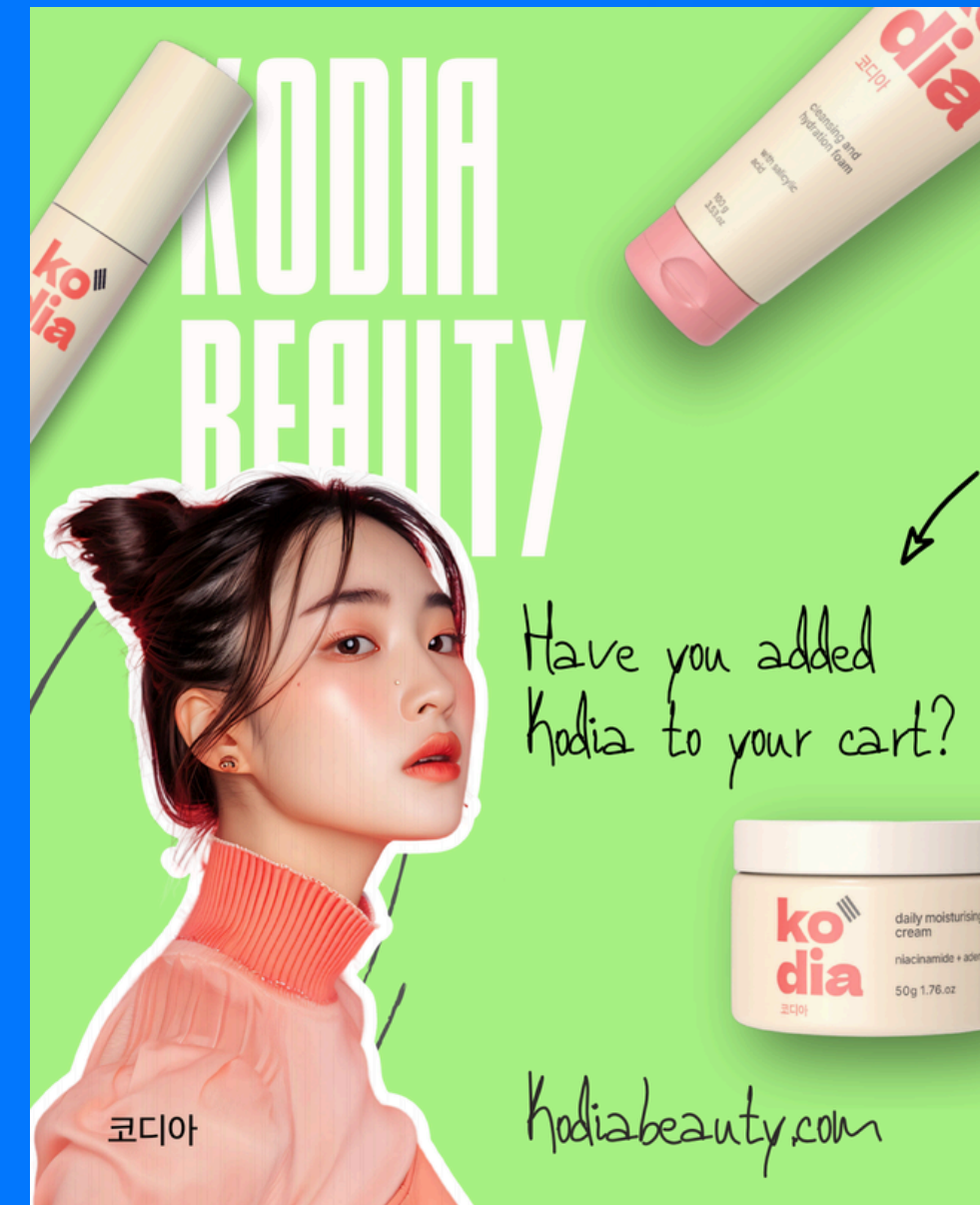


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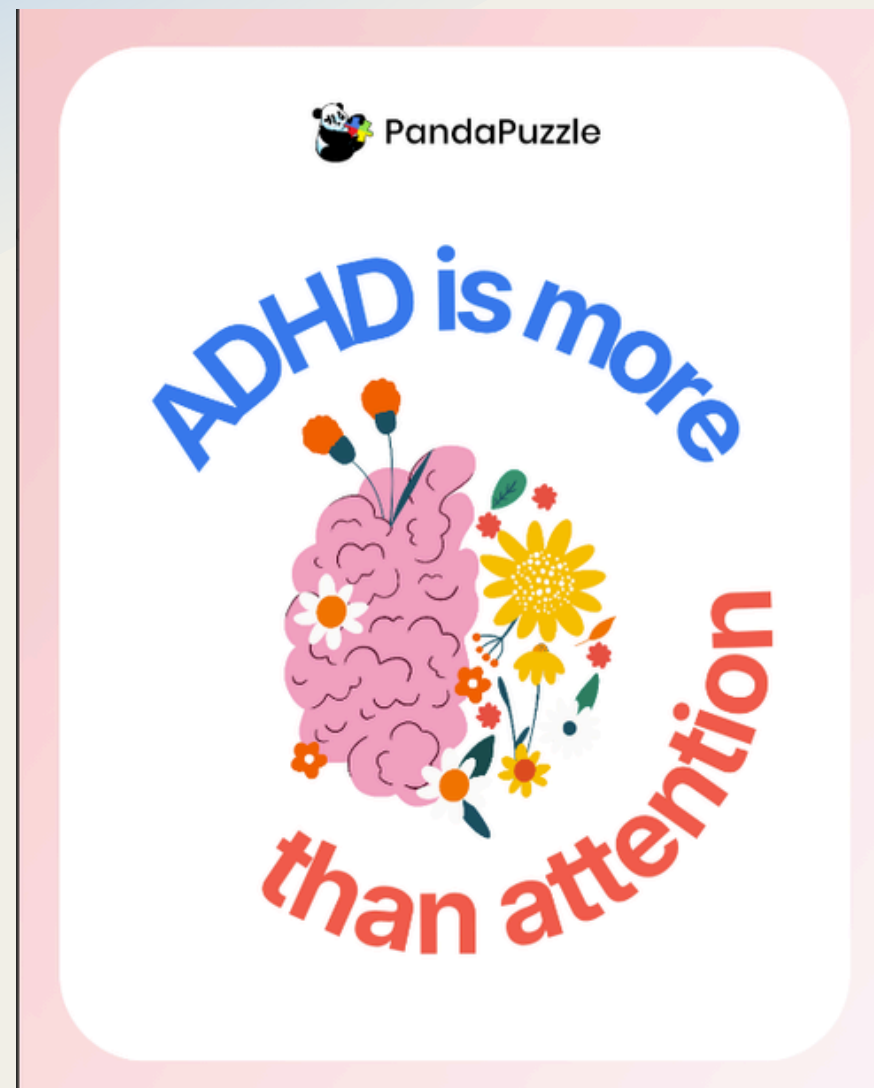
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코디아

High Performance team



Generic



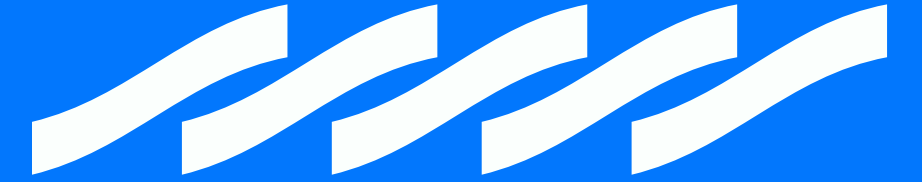
Team Structure Examples

Performance Cohort

**Paid Ads
Manager**

SEM Specialist

**SEO+GEO
Specialist**



**Thank
*You***