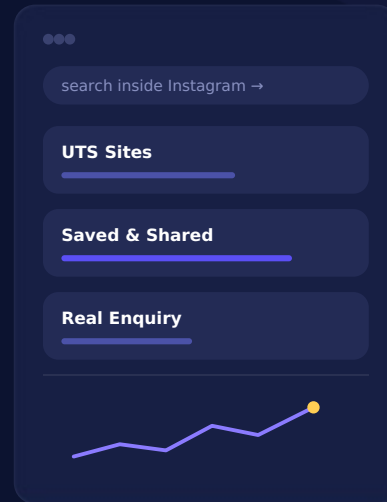


The Complete Guide to Social Media That Actually Converts

A clear, honest look at how we turn scrolling into saves, shares, and real enquiries, not just followers who never buy anything.



6

SERVICES COVERED

0

FAKE FOLLOWERS EVER SOLD

In-House

CONTENT TEAM

Monthly

PROGRESS REPORTS

Feeds Have Changed. Has Your Strategy?

A follower count doesn't pay your bills. Platforms stopped rewarding raw reach a while back, and now hand out visibility based on saves, shares, and how long someone actually watches, not how many people are technically following you.

There's a second shift most agencies still aren't talking about. A growing share of people, especially under 30, now search directly inside Instagram and TikTok instead of Google when they're deciding where to eat or what to buy, the same behavior shift that forced SEO to adapt to AI Overviews. This brochure is our attempt to explain, plainly, what managing social media actually requires now.

1

Vanity Metrics Don't Pay Bills

Followers and likes feel good on a screenshot. They don't show up on a bank statement, and chasing them is why most business accounts stall out.

2

Algorithms Now Reward Saves and Shares

Content people actually send to a friend or save for later gets pushed further. Content built just to hit a posting quota usually doesn't.

3

Social Search Is the New Front Door

People search inside the app now, not just scroll it. If your content isn't built to surface there, you're invisible in a place your customers already are.

4

Attention Is Harder to Earn Than Ever

More businesses are investing seriously in content every year. Standing still with a generic posting calendar is, in practice, the same as falling behind.

34%

OF MARKETERS CAN CONFIDENTLY PROVE
SOCIAL ROI

60 to 120 min

LINKEDIN'S GOLDEN HOUR THAT DECIDES A
POST'S REACH

Not a Factor

FOLLOWER COUNT IN TIKTOK'S RANKING
SYSTEM

None of this works without a strategy built around what the platforms actually reward today, and a way to prove what it's worth. That's exactly what the rest of this guide walks through.

Everything Your Social Media Needs, In One Place

A lot of agencies sell a posting calendar and call it social media management. We don't work that way. Every account we run stands on all six pillars below, because skipping even one leaves the rest underperforming.



Content Strategy & Planning

Built around what your specific audience actually stops scrolling for, not a generic content calendar template.



Content Creation & Production

Writing, design, and short-form video produced in-house, made to be saved and shared, not just posted and forgotten.



Community Management

Real replies from someone who knows your business, not a canned response macro. Comments and DMs handled the same day.



Social Search Optimization

Captions, alt text, and on-screen text structured so your content surfaces when people search inside Instagram and TikTok, not just Google.



Paid Social Amplification

Boosted and native ad campaigns layered on top of organic content when it makes sense, run alongside our Pay Per Click team.



Analytics & ROI Reporting

Monthly reporting that traces engagement back to actual enquiries, not just likes and reach.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

Ongoing tracking of platform algorithm changes, competitor content audits, and format testing across reels, carousels, and static posts, so nothing is ever handled in isolation.

Our Process, Start to Finish

No guesswork, no unexplained changes to your content, and no report you can't follow. Every step below is data-driven and visible to you as it happens.

- 1 Full Audit & Competitor Analysis**
We benchmark your current accounts and study what's working for the businesses in your space that are actually getting engagement, not just posting volume.
- 2 Content Strategy & Calendar Planning**
Content and format priorities get set around what will genuinely move sales, shares, and enquiries, not just fill a calendar.
- 3 Production, Posting & Community Management**
Writing, design, video, posting, and replies all handled end to end, so nothing falls through the cracks between departments.
- 4 Monthly Reporting & Iteration**
You get a clear monthly report on engagement, reach, and enquiries, and the strategy keeps adjusting as the platforms and your market shift.

CHOOSE YOUR PLAN

Starter

For businesses just getting serious about social media for the first time.

- Content strategy & production
- Community management
- Monthly reporting

Growth

For businesses ready to turn social into a real lead source.

- Everything in Starter
- Paid social amplification
- Social search optimization

Enterprise

For multi-platform businesses or highly competitive industries.

- Everything in Growth
- Dedicated strategist
- Multi-platform management

Why Businesses Trust Us With Their Social Media

Any agency can promise growth on a sales call. We'd rather just show you the work behind it.

REAL

No Vanity Metrics, Real Results

Every campaign is built around actual enquiries, not follower counts that never turn into business.

ALGO

Built for How the Algorithm Works

We optimize for saves, shares, and watch time, the signals platforms reward right now, not a generic posting calendar.

IN-HOUSE

Content Made In-House

Writing, design, and video handled by our own team under one roof, so nothing gets lost between departments.

SEARCH

Social Search Ready

Your content is built to surface when people search inside Instagram and TikTok, not just when they scroll past it.

HOW WE DEFINE SUCCESS

We don't measure a project by followers alone. Every plan is built around three things that actually matter to a business: whether your content is getting saved and shared, whether that reach is landing with people who could actually become customers, and whether any of it turns into an enquiry. All three get tracked monthly and reported back in plain language.

Saves & Shares

THE SIGNALS THAT ACTUALLY MATTER

Reach

THAT LANDS WITH THE RIGHT PEOPLE

Enquiries

THE NUMBER THAT ACTUALLY MATTERS

Built By People Who Actually Do The Work



UTS Sites started the way a lot of honest agencies do: with frustration at how the industry usually operates. Too many social media "packages" are sold as a fixed monthly fee for a posting calendar nobody outside the agency ever really reviews.

We build websites, run SEO campaigns, and manage social media and digital marketing for businesses across India, and we run every project the way we'd want one run for our own business: explained plainly, backed by real numbers, and never dependent on followers that never turn into anything.

"Good social media management isn't a follower count. It's consistent, well-produced content, built around what the platform actually rewards, and reported back to you honestly every month."

That philosophy runs through everything on the previous pages: the audit-first approach, the plain-language reporting, the refusal to sell you a vanity metric and call it a strategy. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

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Why isn't my content getting engagement even though I post regularly?

Posting frequency stopped being the main signal a while ago. Platforms now weigh saves, shares, and watch time far more heavily. Content built for those specific signals performs. Content built to hit a posting quota usually doesn't.

?

How do you actually prove social media is worth the spend?

We set a baseline before starting, then track engagement through to real outcomes, DMs, link clicks, enquiries, not just reach and likes. Most agencies report reach because it always looks good. We report what actually moved.

?

What is social search optimization, and why does it matter now?

A growing share of people now search directly inside Instagram and TikTok instead of Google. We write captions, alt text, and on-screen text so your content actually surfaces in those searches, not just in the regular feed.

?

Do you actually create the content, or just schedule what we send you?

We handle it end to end, strategy, writing, design, and short-form video. You can send ideas or approve what we produce, but you're not the one making the content.

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Which platforms should my business actually be on?

Usually fewer than you think. Three platforms run well is worth more than five run thinly. We recommend based on where your specific customers actually spend time.

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Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up naturally as results compound and the account grows.

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What if my industry is highly competitive on social already?

That's exactly where the Enterprise plan and a dedicated strategist earn their keep: sharper content, faster testing, and closer attention to what the competition is doing.



READY TO TAKE THE NEXT STEP?

Ready to See What Your Social Media Could Actually Be Doing?

Get a free social media audit and a clear, honest picture of what's working and what isn't. No guesswork, and no pressure to sign anything.

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WEBSITE

utssites.com

ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Digital Marketing

Online Reputation Management

Website Development

Pay Per Click

Content Marketing

Web Design

Logo Design