

The Complete Guide to Marketing That Works as One System

A clear, honest look at how we run your SEO, ads, social, and content as one connected strategy, not four disconnected vendors.



11

YEARS IN BUSINESS

6

SERVICES COVERED

1

REPORT, NOT FOUR

No

CONFLICT OF INTEREST

You Have Marketing Activities. Do You Have a Strategy?

Most businesses don't have a marketing strategy so much as a collection of marketing activities. An SEO retainer here, a social media manager there, maybe an ads agency that joined somewhere along the way, each one reporting its own numbers, each one convinced its channel matters most. Nobody's lying to you exactly. They just genuinely can't see past their own dashboard.

We've been building websites and running campaigns for eleven years, and the accounts that actually grow are never the ones running the most channels. They're the ones where every channel was chosen on purpose, and someone is actually looking at the whole picture. This brochure explains, plainly, what that looks like.

1

Disconnected Vendors Can't See the Whole Picture

An SEO agency, a social manager, and an ads agency each optimize their own slice, with no one accountable for how the pieces fit together.

2

Attribution Breaks Between the Click and the Sale

Without tracking that follows a lead all the way through, nobody can say with confidence which channel actually closed the deal.

3

Most Businesses Underuse Their Own Martech

Tools get added faster than anyone learns to use them properly, until half the stack is a subscription nobody remembers signing up for.

4

Tactics Without Strategy Rarely Compound

Posting and running ads without a plan behind them produces activity, not necessarily progress.

11

YEARS BUILDING WEBSITES AND CAMPAIGNS

1

SINGLE REPORT ACROSS EVERY CHANNEL

0

CONFLICT OF INTEREST BETWEEN CHANNELS

None of this works without someone accountable for the whole picture, not just one channel of it. That's exactly what the rest of this guide walks through.

Everything Your Marketing Strategy Needs

A lot of agencies sell one channel and call it a strategy. We don't work that way. Every account we run stands on all six pillars below, because skipping even one leaves the rest running without direction.



Marketing Strategy & Channel Planning

We work out which channels your business actually needs and in what order, instead of running every channel by default.



Cross-Channel Data Loop

Paid search sharpens SEO targeting. Top-performing organic content shapes ad copy. Information moves between channels instead of dying inside them.



Full-Funnel Coverage

Awareness, consideration, conversion, and retention, each handled by the channel actually built for that stage.



Unified Reporting & Attribution

One monthly report tied to leads and revenue by channel, so you're never left guessing which one earned the credit.



Marketing Automation & CRM Integration

Leads get tracked from the first click through to a closed deal, so the picture doesn't go dark halfway through.



First-Party Data & Privacy-Ready Tracking

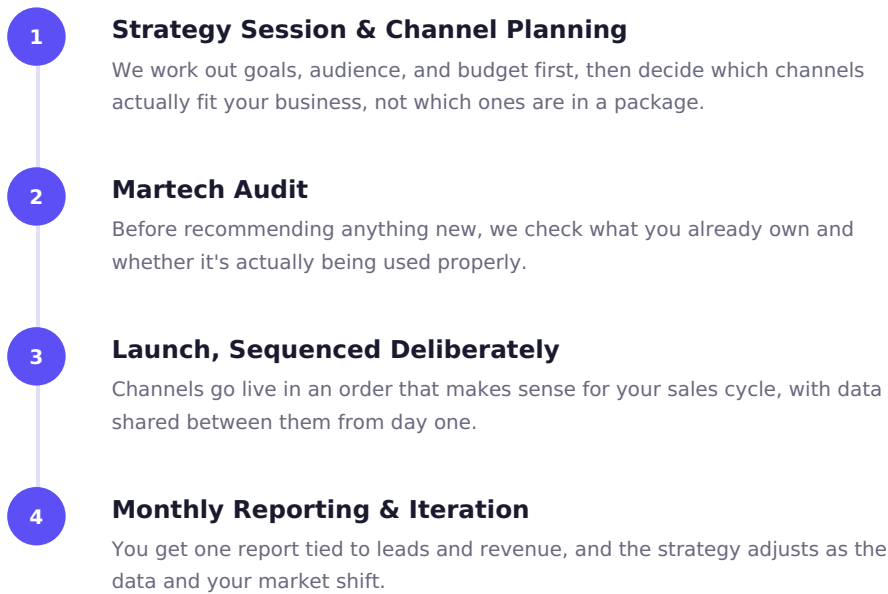
Built around the data you actually own, since third-party tracking keeps getting less reliable to depend on.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

A full martech audit before we recommend a single new tool, and honest advice to spend less on a channel when the data says so, even when that's not the easier answer for us.

Our Process, Start to Finish

No guesswork, no channels switched on just because they felt safer, and no report you can't follow. Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For businesses running one or two channels and ready to add a real strategy behind them.

- Strategy session
- Martech audit
- Monthly reporting

Growth

For businesses ready to run multiple channels as one coordinated strategy.

- Everything in Starter
- Cross-channel data loop
- CRM & automation setup

Enterprise

For larger accounts running a full multi-channel strategy.

- Everything in Growth
- Dedicated strategist
- Full-funnel campaign design

Why Businesses Trust Us With Their Marketing

Any agency can promise a strategy on a sales call. We'd rather just show you what backs it up.

11 YRS

Eleven Years Doing This

We started as a web design shop and grew into full digital marketing because clients kept asking us to fix the gap between their website and everything else.

1 REPORT

One Report, Not Four

A single monthly view of what every channel did and what it was worth, instead of four separate dashboards.

UNBIASED

No Conflict of Interest

We run every channel, so our advice isn't shaped by which one happens to pay our invoice.

HONEST

Honest About What to Cut

If a channel isn't earning its budget, we'll say so, even when keeping it running would be the easier answer for us.

HOW WE DEFINE SUCCESS

We don't measure a strategy by how many channels are running. Every plan is built around three things that actually matter to a business: whether channels are sharing what they learn, whether tracking follows a lead all the way to a closed deal, and whether the whole thing adds up to one number you can trust. All three get reported monthly in plain language.

Coordination CHANNELS SHARING DATA, NOT COMPETING	Tracking FIRST CLICK TO CLOSED DEAL	Revenue THE NUMBER THAT ACTUALLY MATTERS
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Built By People Who Actually Do The Work



UTS Sites started as a web design shop eleven years ago, and grew into full digital marketing because clients kept asking us to fix the same disconnect: a good website surrounded by marketing efforts that had nothing to do with each other.

We build websites, run SEO campaigns, manage social media and paid ads, and coordinate all of it for businesses across India, and we run every account the way we'd want one run for our own business: explained plainly, backed by real numbers, and never split across vendors who've never spoken to each other.

"A good marketing strategy isn't more channels. It's fewer channels, chosen on purpose, actually talking to each other."

That philosophy runs through everything on the previous pages: the strategy-first approach, the single report, the refusal to run a channel just because it's easier for us to keep the invoice going. 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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How is this different from just hiring you for SEO or PPC separately?

Hiring one channel gets you expertise in that channel. This is the layer above it, the strategy, the shared data, and the single report that ties every channel together.

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What actually happens to a lead after someone clicks an ad?

It gets tracked through your CRM from that first click to whatever happens next, so we can see which channels are producing real business.

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Will you actually tell us to spend less on a channel if it's not working?

Yes. We don't have a reason to keep a channel running just to protect that piece of revenue.

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Do we need every channel you offer?

Almost never all of them. We start with a strategy session to work out which ones actually fit your business.

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How long have you actually been doing this?

Eleven years. Long enough to know a well-run three-channel strategy beats a poorly coordinated seven-channel one almost every time.

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Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up naturally as the strategy proves itself.

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What if we already have vendors we like for some channels?

That's common. We can coordinate around existing vendors or take channels over gradually, whichever makes sense for you.



READY TO TAKE THE NEXT STEP?

See What an Integrated Strategy Could Actually Do

Get a free marketing 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

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ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Content Marketing

Online Reputation Management

Web Design

Website Development

Logo Design