

# UserTense Digital

*The Future of content is in the “User Tense”*

*We help deliver profitable sales through the  
digital channels*



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# Focus

*Design*

*Content*

*Marketing*

*Consulting*

We assist you with the active ingredients you need to be successful in your digital journey. UserTense brings over 40 years of experience across Content and Digital Marketing helping you engage with your users and driving sales and profitability.

People are not sharing more details

People are not spending enough time on the website

I have lot of visitors but people are not buying on my site.

I am not getting enough visitors onto the site!!

People are not returning to the website often.

don't know the status of all the leads that are generated.

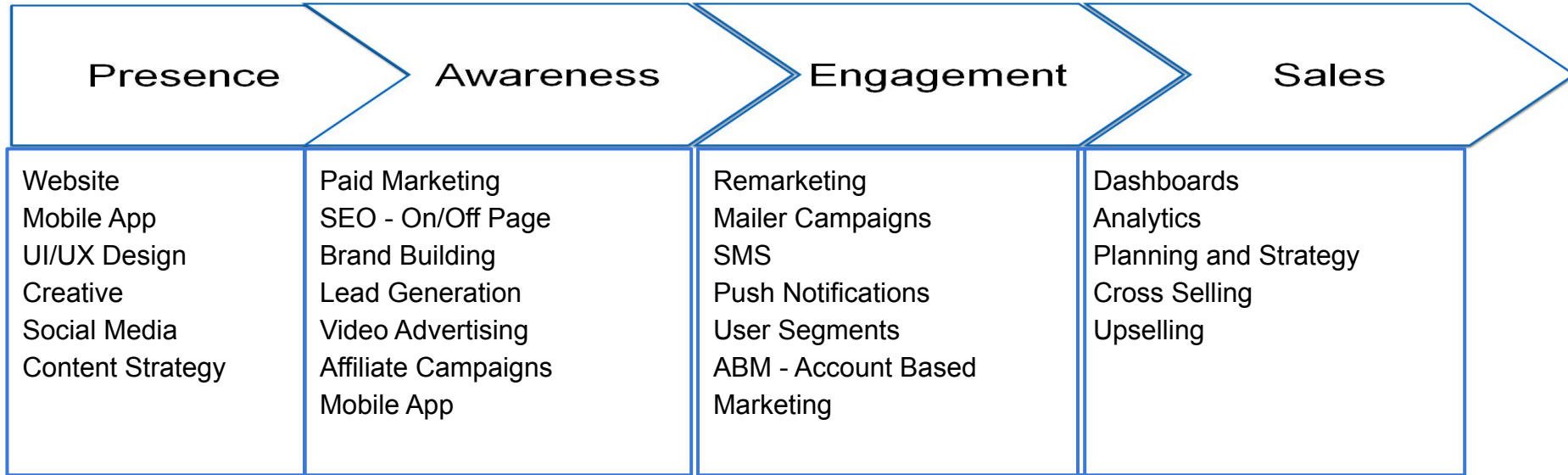
**Which one is yours??**

What is your main online goal ??

- 1) No of Visitors
- 2) Engagement or
- 3) Sales

# Spanning the digital value chain

We Provide solutions across the entire spectrum right from online presence to driving Sales online.



# Content Services



## Reasons for writing content

# Content Services

We specialize in

- 1) Technical Content
- 2) Content for Instructional design
  - a) Courseware
  - b) e-Learning
  - c) Online Tutorials

We have inhouse expertise in

- 1) Adobe Framemaker
- 2) ArborText / DITA
- 3) Madcap Flare

1) Commerce content

- a) Product Descriptions
- b) Mailers/ Newsletters

2) Marketing Content

- a) SEO / Blogs / Viral Content
- b) Campaign Content
- c) Mailers / Newsletters
- d) ORM (Reputation Mgmt)

We have inhouse expertise in

- 1) Adobe Photoshop

# Online Marketing

## Digital Marketing

### Brand Building

### Performance Marketing

#### Social Media Presence

- Facebook / Instagram
- Twitter/ LinkedIn
- Youtube / TikTok
- Quora / Forums etc

#### Display Advertising

- News Portals
- Niche portals
- Google Display
- Mobile App/ Web

#### Lead Generation

- Cost Per Lead
- Coupons
- Google Ads
- Facebook ads

#### Sales / Affiliate Network

- Cost Per Sale
- Coupons / Tie-ups
- Affiliate Networks
- Gift Vouchers



# Social Media Management

We manage all elements of your presence in

- 1) Facebook
- 2) Instagram
- 3) Twitter
- 4) Youtube
- 5) Tiktok and other social media channels

Types of content we publish are

- 1) Informational
- 2) Educational
- 3) Polls
- 4) Tutorials
- 5) Stories
- 6) Behind the scenes
- 7) Events
- 8) Motivational
- 9) Solution- Based

# Online Reputation Management ( ORM )

- 1) Content Syndication across all relevant online forums
- 2) Main Channels
  - a) Google Play Store
  - b) Apple app store
  - c) Facebook ( only on your page )
  - d) Twitter
  - e) Forums / Blogs / Quora etc
  - f) Review sites
- 3) This is a continuous exercise with manpower exclusively setup for ORM

# SEO - Search Engine Optimization

- 1) Existing Site Visitor Analysis
- 2) Accuracy of data
- 3) Competition Analysis
- 4) Keyword analysis
- 5) Content Strategy
- 6) Content Development
- 7) On-Site Optimization ( Setting up Meta tags)
- 8) Rectify 404 errors
- 9)

## Tools Used

- 1) Google Analytics
- 2) Google Webmaster Tools
- 3) Semrush
- 4) Ahrefs
- 5) Screaming Frog
- 6) Botify

# Performance Marketing

- 1) SEO
  - a) On Page
  - b) Off Page
- 2) ORM - Online Reputation Management
- 3) Affiliate Networking
  - a) CPL ( Cost Per Lead )
  - b) CPS ( Cost Per Sale)
- 4) Paid Advertising
  - a) Search
    - i) Google Ads
    - ii) Bing Ads
  - b) Display Advertising
    - i) Facebook

- 1) Mailers
- 2) SMS Campaigns
- 3) Whatsapp campaigns
- 4) Marketing Automation
  - a) Web Analytics
  - b) Dashboards

# Online Marketing

## Digital Marketing

### B2B Marketing

### B2C/ D2C Brands

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# Leadership

## Krishna Nandigam (KC)

**KC** leads Business Development, New Product Development and marketing services engagement for clients. He is a client, lead generation maven and has successfully led large-scale customer acquisition assignments for some of our clients as well as his previous employers **Reliance Retail**, **FundsIndia** and Karvy Stock Broking. KC has a BTech from IIT Madras and an MBA from IIM Lucknow.

## Uday Chava

Uday drives Content at UserTense. He has worked at Nokia, Microsoft, JDA Software, IBM and Vestas since 2000. His experience spans diverse technologies such as CRM, supply chain management, content management and engineering product support. Uday is a Certified Scrum Master. Uday has a masters degree in English from Osmania University and worked as a journalist reporting on business and technology before a successful career in the technology industry

# Team

<b>Content</b>	<b>Marketing</b>	<b>Web Development</b>
8	8	2
Technical / business content and Marketing Content/ Online Reputation Management	Creative/ Media and Budget Planning / SEO / Google Ads / Paid advertising / Social Media / Affiliate Marketing	UI/UX Designer and HTML/CSS programmers

# Clients

## Content

Infosys®

MYNTRA.com

ORACLE®

Capgemini

## Marketing

KARVY  
KEEP GROWING

Exotic Flora  
Go green!

FUNDSINDIA

## Technology Dev

ASIAN  
CINEMAS  
*its showtime!*

CEMAYA



# Let's talk

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Visit us at our [office](#)