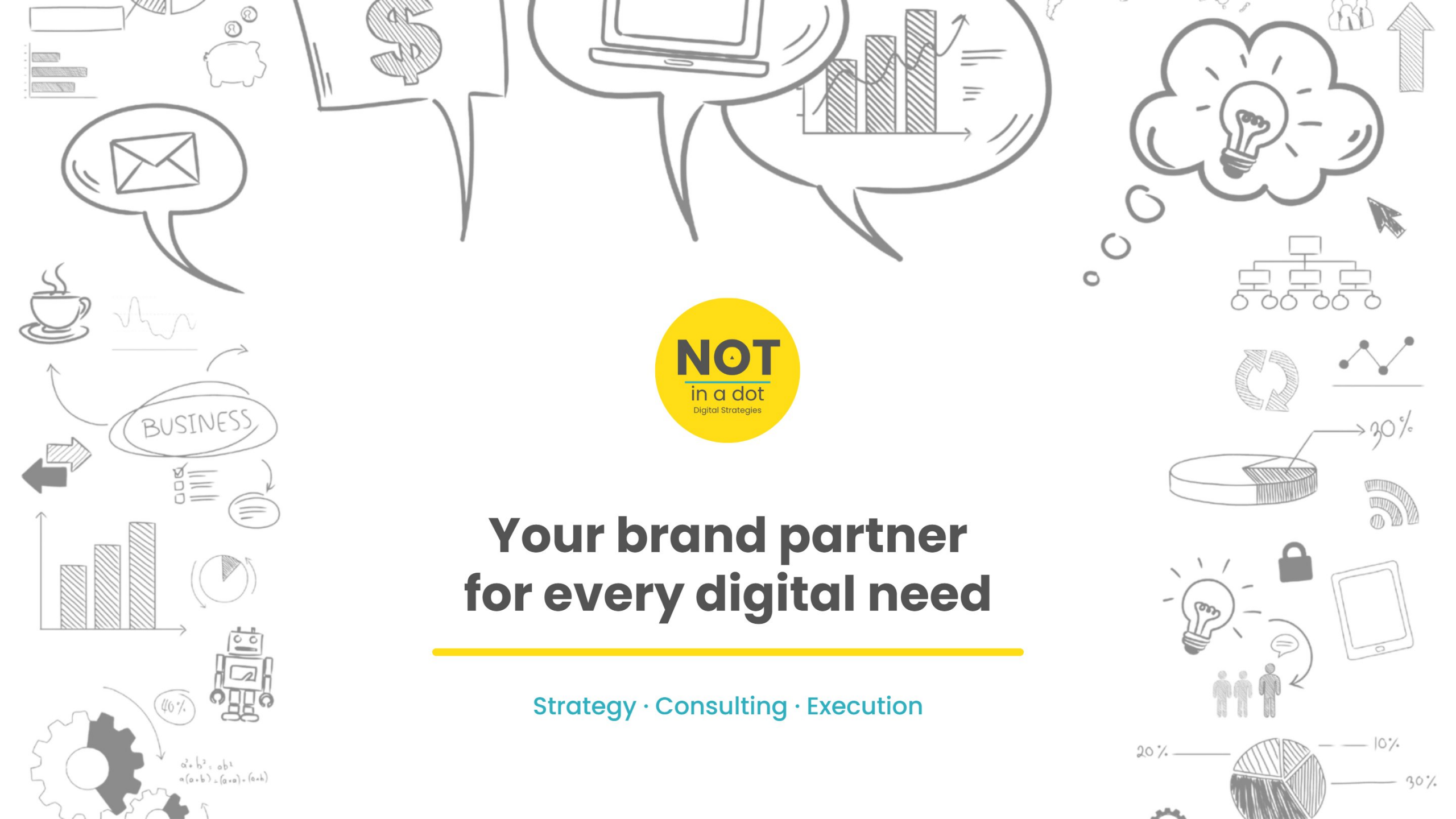


NOT
in a dot
Digital Strategies

Your brand partner for every digital need

Strategy · Consulting · Execution

NOT IN A DOT · BOUTIQUE DIGITAL AGENCY

One partner. Strategy to delivery.

Not In A Dot is a boutique digital agency that works as an extension of your brand, planning and delivering everything it needs to be found, trusted and chosen online.

WHO WE ARE

A boutique agency that becomes your brand partner

Not a generalist who does a bit of everything, and not a set of siloed vendors. One partner who sees the whole picture.

01

Focused attention

Each brand gets real care from a boutique set-up, not a place in a queue.

02

One point of contact

One partner who knows your brand, your goals and your channels.

03

Strategy and delivery together

The people who plan the work also deliver it, so nothing is lost in a handover.

HOW WE WORK

Think, build, grow, measure

01

Think

Strategy and consulting

We start with your goals, audience and market, then agree a plan.

02

Build

Design, content, videos, websites

The creative, content and website your plan needs, made to look like one brand.

03

Grow

SEO, social, YouTube, email, ads

We take the brand to its audience on the channels that fit.

04

Measure

Reporting and refining

We review what is working and sharpen the plan, then go round again.

Every stage is handled by us, so each step builds on the one before it.

WHAT WE DO

Everything your brand needs, under one roof

01 · Think

Strategy and consulting

- Digital strategy
- Consulting calls
- Audits and guidance

02 · Build

Brand and presence

- Design
- Content writing
- Videos
- Websites

03 · Grow

Reach and growth

- Social media
- YouTube Marketing
- Email marketing
- Performance Marketing
- On Page and Tech SEO

AI sits beside us at every stage, from the first spark of research to the last line of the report.

THINK

Strategy and consulting

PLAN IT

Digital strategy

- Audience and positioning
- Channel mix
- Content plan
- Budget and priorities
- Success metrics

ADVISE ON IT

Consulting

- Strategy calls
- Audits
- Reviews and recommendations
- Guidance for in-house teams

BUILD

Brand, content and creative

The visuals, words and video that make a brand look and sound like itself on every channel.



Design

Brand visuals, social creatives, ad creatives and presentations that look like one brand.

Content writing

Website copy, social captions, blogs and ad copy written in your brand's voice.

Videos Creation

Short videos and reels that tell your brand's story.

BUILD

Websites

WHAT WE BUILD

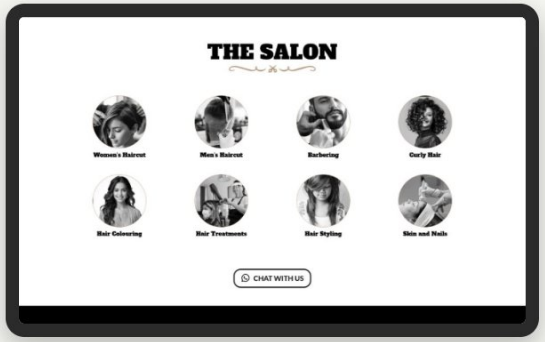
Brand-led websites for B2B and B2C businesses, including e-commerce stores.

HOW WE WORK

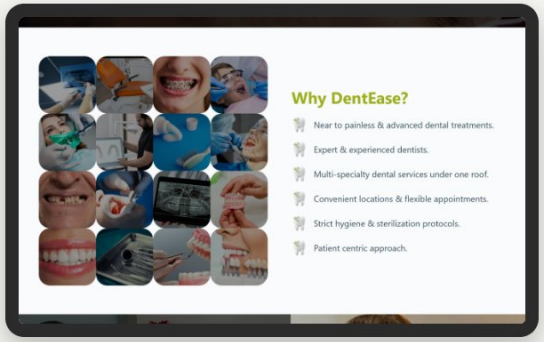
From discovery, content and design to development, testing and launch, with your approval at each step.

20 websites built **B2B and B2C**

3 e-commerce stores



The Hair Diaries



DentEase



Enterprise Flex



Indora Crafts

GROW

Reach and growth

Social media

Content calendars, creatives and posting that keep your brand visible and consistent.

YouTube marketing

Channel set-up, video planning, titles and thumbnails, so your videos get found.

Email marketing

Campaigns and newsletters that bring customers back and keep them informed.

Performance marketing

Paid campaigns set up, run and refined against the results you care about.

Each channel does a different job. We plan them together so they support each other.

GROW

SEO: on-page and technical

On-page SEO

- Keyword research and page mapping
- Page titles and meta descriptions
- Headings and content structure
- Internal linking
- Image alt text
- SEO content writing

Technical SEO

- Site speed and mobile-friendliness
- Crawling and indexing checks
- Sitemap and robots set-up
- Schema markup
- Fixing errors, redirects and broken links

The goal: a site that search engines can read easily and people can find.

HOW WE WORK

We actively use AI.

It sharpens our research, drafts and reporting. The thinking, the judgement and the final call stay with us.

- **Research and audience insight**
- **Ideas and first drafts**
- **Analysis and reporting**
- **Repetitive tasks, automated**

AI assists. Our people decide.

ONE ROOF, IN PRACTICE

For most of our clients, we handle the entire digital need.

Strategy, creative, website, search, social and ads, with one partner across all of it.

BRAND PARTNERS

We are brand partners with

firefly®
Fabrics and Attires
Weave Your Dreams, Wear Your Imagination

Swapnika®
A brand of Suchitra Sarees

DentEase

SpinnGroG
Where Trust meets Commitments

SWAPNIKA
Digitex Prints LLP

GET IN TOUCH

Let’s talk about your brand

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