



Home

We're UDM

About

STARTUP PITCH

# UDM Agency

## Your Digital Manager

Good marketing makes the company look smart.  
Great marketing makes the customer feel smart.





# Summary

At UDM Agency, we don't just do digital marketing, we built success stories. With a proven track record of managing top-tier clients like Bakerynation, Cafe Monza, Dhani Music Company and Feet First India, we've consistently delivered measurable results. From branding to paid advertising, video production, and social media management, we've helped businesses grow and thrive.

We're now seeking your investment to fuel our next phase—building a solid foundation in the first three months and setting the stage for exponential growth. By joining us, you're not just funding a business, you're investing in a vision that will shape the future of digital marketing in India.





# Business Description

**Mission:** To empower businesses with innovative, ROI-driven digital marketing strategies that build lasting relationships and drive measurable growth.

**Vision:** To become India's leading digital marketing agency by delivering creativity, strategy, and exceptional results.

## What Makes Us Stand Out:

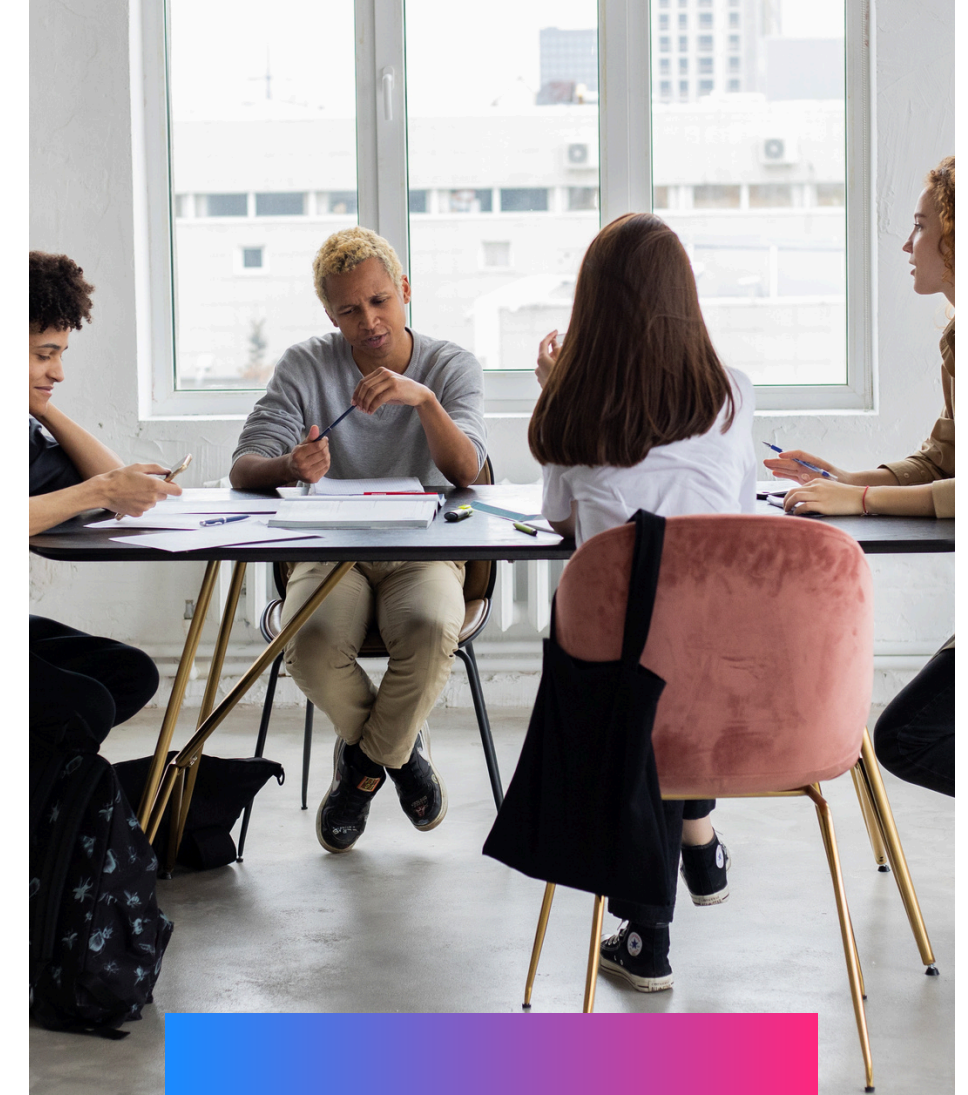
- Personal, hands-on client relationships.
- Tailored strategies that prioritize quality and impact.
- Expertise across all major digital marketing services.





# Our Past Clients & Work

- [Bakerynation](#) – Social media management, Online Sales and brand building.
- [Cafe Monza](#) – Paid advertising and engagement strategies.
- [Feet First India](#) – Branding and awareness campaigns for India's top shoe manufacturer.
- [Siddhant Hill Resort](#) – Meta and Google marketing, portfolio management with graphics and videos.
- [All Services Global](#) – Portfolio management for the company and its CEO.
- [J.K. Herbs](#) – Portfolio management, email marketing, CRM integration, WhatsApp marketing.
- [Galaxy Watches](#) – Branding and digital strategy.
- [R.K. Associate](#) – Personal profile building and professional branding.
- [Rajani Builders and Developers](#) – Google and Meta ads to boost reach.
- [Dhani Music Company](#) – Video shoots, graphic design, portfolio management, OTT screening.



## Project





# Market Analysis

**Industry Snapshot:** The digital marketing industry in India is growing at a staggering rate, driven by increased internet penetration and a thriving e-commerce sector. By 2025, this market is projected to hit INR 50,000 crore. With businesses investing more in online presence, there's a huge demand for specialized digital marketing services.

**Our Opportunity:** While larger agencies dominate high-budget projects, SMEs and regional businesses are looking for affordable, high-impact solutions. UDM Agency fills this gap by offering customized, cost-effective services that deliver results.

## Target Audience:

- SMEs and startups seeking budget-friendly, ROI-driven campaigns.
- E-commerce businesses aiming to scale operations.
- Established brands looking to refresh their digital presence.
- Regional businesses targeting local audiences.





# Services Offered

We provide flexible and results-driven services.

Below is a snapshot of our offerings with base charges:

- **Social Media Marketing:** INR 30k/month
- **Paid Ads (Google, Meta):** INR 50k/month
- **Website Development:** INR 40k/project
- **SEO Services:** INR 25k/month
- **Video Marketing:** INR 35k/project
- **Lead Generation Services:** INR 40k/month
- **LinkedIn Profile Management:** INR 10k/month

Our services are flexible, and pricing will be customized based on client requirements.



Online  
Reputation





# Business Model

Our strategy focuses on steady growth, starting small and scaling responsibly:

## Phase 1: Establishing the Agency (Months 1-3)

- Assemble a core team.
- Launch targeted marketing campaigns to build brand awareness.
- Onboard 4-5 clients and deliver exceptional results.

## Phase 2: Growth and Expansion (Months 4-12)

- Acquire 3-5 clients monthly through referrals and marketing.
- Strengthen client retention with personalized services.
- Build a reputation for excellence.

## Phase 3: Year-End Goal

- Achieve a stable client base of 25 to 30 recurring clients.
- Scale team and resources to meet growing demands.





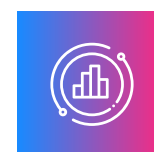


# Marketing and Sales Strategy



## Acquisition Tactics:

To acquire clients, focus on building a strong online presence with an engaging website, impactful social media content, and compelling success stories. Attract leads through targeted ad campaigns and expand your network via events, cold outreach, and referrals.



## Retention Tactics:

Retain clients by delivering consistent results, providing regular performance updates, and offering value-added services to strengthen relationships.

Sales Strategy





# Operational Plan

## Team Structure & Salaries:

- Graphic Designer: INR 30k
- Video Shoot & Editor: INR 30k
- Website Developer: INR 30k
- Paid Ads Expert: INR 40k
- Client Coordination & Sales: INR 40k
- CEO: INR 60k

**Total Monthly Expenses: INR 2.90 lakhs**

## Monthly Expenses:

- Salaries: INR 2.30 lakhs
- Office Rent: INR 20k
- Marketing Budget: INR 30k
- Tools and Subscriptions: INR 10k

## Investment Needed:

For 3 months: INR 8.70 lakhs

Additional setup costs for a creative studio



**Investment**





# Financial Plan

## Projected Revenue

### First 3 Months:

- Onboarding 4-5 clients.
- Average revenue per client: INR 40k/month.
- Total revenue (Month 3): INR 1.6 – 2 lakhs/month.

### Post-Year 1:

- Scaling to 30 recurring clients.
- Average monthly revenue (30 clients): INR 12 lakhs.

### Monthly Profit (Year-End):

- Revenue: INR 12 lakhs.
- Expenses (team + resources): INR 5 lakhs.
- Profit: INR 7 lakhs/month.

**Annual revenue: INR 1.44 crore**





# Return on Investment (ROI)

## Break-even Point: Month 4

The break-even point will be reached in the 4th month, meaning the business will cover 70% of its costs and start making a profit. This shows the business is on track for steady growth.

## Investor's Share:

With a **50% profit-sharing agreement**, you can expect **INR 3.5 lakhs/month in profit by year 2026**. As client acquisition grows, profits will scale exponentially.





# Key Points for Investor

- Salaries will be on Nextgen payroll for transparency and consistency.
- Complete decisions and planning will be managed by UDM, ensuring strategic alignment.
- Clients' payments will be deposited into the UDM account, with settlements between Nextgen & UDM at the month's end.
- Investor must pay the expenses on a fixed start date each month to ensure smooth operations.
- All marketing and work will be executed under the UDM Agency brand name, enhancing visibility and credibility.

Key pointers





# Risk Analysis

## Challenges:

- High competition in the digital marketing space.
- Dependence on consistent client acquisition.
- Economic fluctuations impacting client budgets.

## Our Approach:

- Target niche markets like SMEs and regional businesses.
- Offer flexible pricing to attract diverse clients.
- Build strong client relationships to ensure loyalty and referrals.





# Thank You

FOR YOUR ATTENTION

*UDM Agency is more than just a business—it's a movement to redefine digital marketing in India. With your investment, we'll set the foundation for success, achieve sustainable growth, and create a powerhouse agency that delivers real results. Let's make this vision a reality, together.*





# Keep in Touch

For inquiries, feedback, or support, feel free to reach out. We're here to help and look forward to connecting with you.

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