

CLIENT GUIDE 2026

CURATING BRAND EXCELLENCE



SAGE & ESTHER

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www.sage-and-esther.com



WELCOME

At Sage & Esther, with roots in London and a global presence across India, Canada, and the UK, we believe every brand has a unique story waiting to shine. As an integrated digital marketing agency, we're here to craft narratives that elevate your brand and drive lasting impact.

Our proposal offers a blueprint to bring your vision to life—turning your brand into a beacon that stands out on the global stage. Through innovative strategies and fresh perspectives, we'll connect you with your audience in meaningful and impactful ways.

WHAT WE DO



At Sage & Esther, we go beyond digital marketing—we create bold, customized strategies that push boundaries and deliver results. From dynamic social media and advanced SEO to compelling copywriting and high-converting Amazon A+ content, our expertise is designed to help your brand thrive in the digital space.

What sets us apart is our commitment to crafting solutions as unique as your brand. Fueled by data, creativity, and cutting-edge techniques, we deliver strategies that make a real impact and help you own the digital stage.



ABOUT THE FOUNDER

Ananya T.

Founder & Chief of Marketing

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Ananya is the Founder and Chief Marketing Officer of Sage & Esther. She combines creativity with a strong understanding of both medical and technical communication, making complex ideas feel clear, accurate, and approachable. Her experience includes building content ecosystems for global brands like Amazon, Uber, NIVEA, and Eucerin, as well as supporting clinically aligned and SEO-driven work across healthcare and technology. With over 18 million words written and more than 250 pieces ranking in Google's top 10, her work is known for being thoughtful, trustworthy, and grounded in real human needs.

Before starting Sage & Esther, Ananya worked with organizations such as SickKids Hospital, Sunnybrook Foundation, Princess Margaret Cancer Centre, Doctors Without Borders (MSF), Amnesty International, and the United Nations. These experiences shaped her belief in clear, ethical communication and taught her the importance of meeting people where they are. She has also spoken at the United Nations and Princeton University on youth leadership and global impact. Today, she brings that same purpose and care into every client relationship, helping create work that feels meaningful, honest, and aligned with the communities her clients serve.



PROJECT TIMELINE

01

Discover & Plan

Initial consultation to understand your goals, audience, and project scope. We'll outline a detailed plan and strategy tailored to your needs.

02

Research & Analyze

Conduct market research, competitor analysis, and SEO audits to inform our approach. This phase includes gathering insights and data to refine our strategy.

03

Content Development

Create and optimize content including blogs, product descriptions, Amazon A+ copy, and web copy. Develop and refine website elements to ensure alignment with SEO best practices.

04

Design & Execute

Design and implement website updates, incorporating new content and SEO improvements. Ensure all elements are visually appealing and functional.

05

Review & Refine

Review project deliverables, test all updates, and make necessary refinements based on feedback. Final adjustments to ensure everything meets your expectations.

06

Launch & Monitor

Officially launch the updated website and content. Begin monitoring performance metrics and make ongoing adjustments to optimize results.



SERVICES OFFERED

At Sage & Esther, we excel in social media management, offering strategic solutions to boost your brand's online presence. Our services feature custom in-house graphics, SEO keyword integration, and targeted advertising. Discover our tailored social media packages can enhance your strategy and deliver outstanding results. Every brand has different goals, so we offer two options that give you the right level of support.

Social Media Management

01

Standard Package

Perfect if you want a consistent and reliable presence across your platforms. You'll receive thoughtfully created posts, custom visuals, SEO-friendly writing, and a monthly check-in to track how everything is performing.

02

Premium Package

Great for brands looking for more momentum. You'll get a higher volume of posts, stronger SEO, custom graphics, strategic ad management, and weekly updates so we can keep your strategy sharp and your results growing.



SERVICES OFFERED

Our SEO and web development services are designed to help your brand show up clearly and confidently online. We focus on thoughtful strategy, clean execution, and long-term results. With our Director of Digital Marketing's experience in guiding more than 250 blogs into Google's top 10 search results, you can trust that your digital presence is being shaped with care, expertise, and intention. Our goal is simple: to help you attract the right audience and build lasting visibility.

Tailored Web Development

- 01 Website Development:** We design and build websites that feel like an authentic extension of your brand. Every element supports clarity, usability, and a smooth experience, so your audience can easily find what they need and connect with your message.
- 02 On-Page Optimization:** Your website is crafted with SEO in mind from the very beginning. We handle the keyword research, meta tags, headings, and core content structure so your pages are primed for strong search performance right out of the gate.
- 03 Content Strategy:** From product descriptions to blogs and landing pages, we create content that is engaging, relevant, and aligned with what your audience is searching for. Everything is written to build trust and support conversions.
- 04 SEO-Friendly Features:** Your site includes the technical foundations that help search engines understand it clearly. This includes clean URL structures, schema markup, responsive design, and other best practices that strengthen your ranking potential and overall visibility.



SERVICES OFFERED

At Sage & Esther, we create blog content that feels genuine, engaging, and aligned with your brand's voice. Whether you need quick updates or thoughtfully researched long-form pieces, each package is designed to support your content strategy, strengthen SEO, and build a meaningful connection with your readers.

Long-Form Content

(Blogs, Newsletters, Whitepapers, Clinical and Research Content)

- **Standard Blog Post:** A balanced option for brands that want deeper storytelling and more detailed exploration. These posts help build credibility, encourage conversation, and create stronger reader relationships. They offer room for thoughtful insights, examples, or light research while still remaining accessible and conversational. This format works well for topics that deserve more context and personality.
- **Premium Blog Post:** Ideal for in-depth, research-driven content that delivers real value. These pieces combine thoughtful analysis, rich narrative, and expert insights to support SEO, increase engagement, and position your brand as a trusted authority. They're especially effective for cornerstone content, industry leadership pieces, or topics that require a comprehensive and nuanced approach. This format helps you make a lasting impression and drive significant long-term traffic.



SERVICES OFFERED

At Sage & Esther, our product copywriting is designed to help your audience understand, trust, and feel confident in what you offer. Every package includes SEO keyword research to strengthen visibility and attract the people who are already looking for what you sell. Our goal is to make every description feel meaningful, persuasive, and aligned with your broader content strategy.

Copywriting

- **Standard Copy:** A great fit for products that need a bit more depth and detail. These descriptions offer a balanced mix of features, benefits, and unique selling points, helping potential buyers understand why your product matters. The tone is warm, accessible, and crafted to build trust while encouraging engagement. This option is perfect for brands looking for storytelling that still feels concise and clear. Up to 200 words.
- **Premium Copy:** Designed for products that deserve a rich, thorough, and persuasive narrative. These descriptions provide a deeper look at your product's features, benefits, and real-world uses, making them ideal for Amazon A+ content or comprehensive web copy. This package is perfect for complex or high-value products where thoughtful storytelling and detailed explanations can significantly boost conversions. Up to 400 words.



SERVICES OFFERED

Our customised retainers are designed for tech brands, medical professionals, and healthcare brands who want reliable, ongoing support without the overwhelm. We ensure every piece of content reflects clinical accuracy and high ethical standards. Whether you need continuous SEO improvements, regular long-form medical content, we adapt to your goals and help you stay visible and trusted in a competitive landscape.

Tailored Retainers & Campaigns

Customised Retainers:

These retainers work especially well for practices and clinicians who want to share research insights, education materials, or thought leadership in a way that is both accessible and compliant. Our team stays aligned with best practices in technical and medical communication, ensuring everything we create supports your expertise while building patient confidence.

What You'll Enjoy:

- Choose the combination of SEO, content, social media, or campaign work that fits your evolving needs. We adjust as your services expand or your audience shifts.
- We learn your voice, your speciality, and your goals so we can support you with the clarity and consistency your field requires.
- Receive regular check-ins and ongoing strategy updates to keep your communication aligned with trends, customer needs, algorithm changes, and new opportunities for visibility.



NEXT STEPS



Excited to move forward? Let's schedule a call to discuss your vision and see how Sage & Esther can tailor our solutions to meet your needs. If our packages don't quite fit, share your ideas with us, and we'll create a custom plan just for you.



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