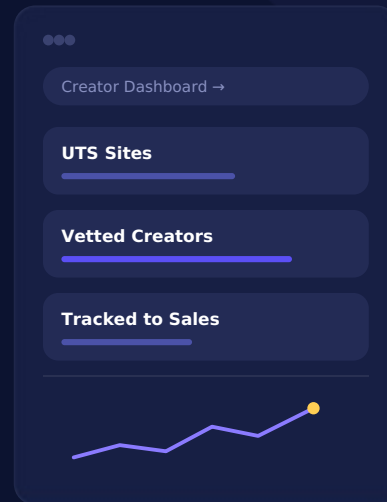


The Complete Guide to Letting Other People **Sell** For You

A clear, honest look at how we run influencer, creator, and social commerce campaigns tracked to actual revenue.



11

YEARS IN BUSINESS

6

SERVICES COVERED

0

MARKUP ON CREATOR FEES

No

LONG-TERM LOCK-IN

Your Own Brand Talking About Itself Only Goes So Far

A customer showing off what they bought, or a creator your audience already trusts, sells in a way your own account structurally can't. This is different from running your own social accounts, and different from buying ad space. This is about getting other people, creators, customers, affiliates, to do the selling.

Most businesses either skip this entirely or hand a flat fee to whoever has the most followers and hope for the best. We vet who we work with, track what it actually produces, and keep it disclosed properly. This brochure explains, plainly, what that takes.

1

Follower Count Alone Tells You Almost Nothing

Nano and micro creators with smaller, genuinely engaged audiences often outperform bigger names at a fraction of the cost.

2

Untracked Campaigns Are Just Expensive Guesses

Without a trackable link or promo code, there's no real way to know which partnership actually earned its cost.

3

Disclosure Rules Are Real, Not Optional

Both the FTC and India's ASCI require clear disclosure, and both the brand and the creator can be held responsible if it's missing.

4

Customer Content Is a Wasted Asset If Unused

Happy customers create content constantly. Most businesses never build a system to collect and reuse it.

11

YEARS WATCHING THIS SPACE MATURE

0

FLAT FEES PAID OUT ON FAITH

100%

OF PARTNERSHIPS CHECKED FOR DISCLOSURE

None of this works without vetting who you work with and tracking what it actually produces. That's exactly what the rest of this guide walks through.

Everything Your Social Media Marketing Needs

A lot of agencies hand money to whoever has the biggest following and call it a strategy. We don't work that way. Every campaign we run stands on all six pillars below.



Influencer & Creator Partnerships

Creators vetted for real, engaged audiences and matched to your actual customer.



UGC Program Management

A real system for collecting and reusing customer and creator content, rights included.



Social Commerce Setup

Shoppable posts and storefronts like TikTok Shop, set up so people can actually buy.



Creator-Affiliate Programs

Performance-based partnerships where creators earn from what they actually sell.



Disclosure & Compliance

Every post structured to meet current FTC and ASCI disclosure requirements.



Campaign Tracking & Attribution

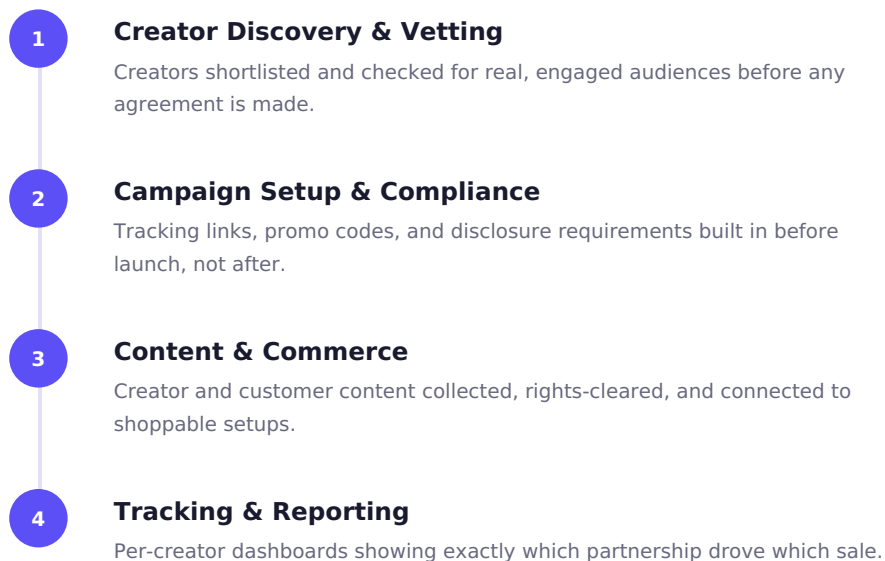
Unique links and per-creator dashboards, so you see exactly what each one earned.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

Honest advice when this isn't the right move yet, and full transparency on what creators are actually paid, with no markup added on top.

Our Process, Start to Finish

No guesswork, no flat fees paid out on faith, and no undisclosed partnerships. Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For businesses running their first creator partnerships.

- Creator vetting
- Basic campaign tracking
- Disclosure compliance

Growth

For businesses ready to build a real UGC and creator pipeline.

- Everything in Starter
- UGC program management
- Social commerce setup

Enterprise

For larger creator programs or ongoing affiliate management.

- Everything in Growth
- Creator-affiliate programs
- Dedicated strategist

Why Businesses Trust Us With Their Social Media Marketing

Anyone can promise influencer buzz. Here's what actually needs to back that up.

11 YRS

Eleven Years Doing This

Long enough to know the difference between a novelty and a real revenue channel.

NO LOCK-IN

No Long-Term Lock-In

This work should keep earning its place every month.

HONEST

Honest When This Isn't Right Yet

If your business isn't ready for this, we'll say so instead of running a campaign anyway.

TRANSPARENT

No Cut of Creator Payments

Creator fees go to creators. Our fee is for the strategy, not a hidden markup.

HOW WE DEFINE SUCCESS

We don't measure a campaign by follower counts or vague buzz. Every plan is built around three things that actually matter: whether the creators are genuine, whether it's tracked to real outcomes, and whether it's disclosed properly. All three get handled the same way, every time.

Vetted

REAL AUDIENCES, NOT BOUGHT FOLLOWERS

Tracked

PER-CREATOR, TIED TO SALES

Compliant

FTC AND ASCI DISCLOSURE, CHECKED

Built By People Who Actually Do The Work



UTS Sites started as a web design shop eleven years ago, and has watched social media marketing grow from a novelty into a real, trackable revenue channel over that time.

We run campaigns, build websites, and manage marketing for businesses across India, and we run every partnership the way we'd want run for our own business: vetted honestly, tracked properly, and disclosed the way it's supposed to be.

"An untracked influencer post and an undisclosed one both cost more than they're worth eventually."

That philosophy runs through everything on the previous pages: the vetting, the tracking, the compliance checks nobody wants to think about until they matter. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

COMMON QUESTIONS

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

How is this different from Social Media Management?

Management runs your own accounts. This is about other people's voices doing the selling instead.

?

How is this different from Pay Per Click?

PPC buys ad space. This is about relationships and content, not ad-auction bidding.

?

How do you check for fake followers?

Engagement patterns and audience authenticity get checked, not just the headline follower count.

?

Do sponsored posts need to be disclosed?

Yes, under both FTC and ASCI rules, and both brand and creator can be held responsible.

?

Can you help us sell through Instagram or TikTok?

Yes, through product tagging, shoppable posts, and setups like TikTok Shop.

?

Can I switch plans later?

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

?

What if we've never worked with influencers before?

That's most of our clients. We start small, vetted, and tracked, before scaling up.



READY TO TAKE THE NEXT STEP?

See What Other People Could Be Saying About You

Get a free consultation and a clear, honest picture of what's actually worth trying. No guesswork, and no pressure to sign anything.

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utssites.com

ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Digital Marketing

Content Marketing

Online Reputation Management

Web Design

Website Development

Logo Design