



UPLAB

Performance & Influencer Marketing Agency

Storytelling for the new generation

Helping you reach the consumers of today, using performance marketing tactics with creative execution.

Your story matters.

Now you have to convince the new generation.

*Marketing is no longer about the stuff you make,
but about the stories you tell. - Seth Godin*

We are UPLAB, the consumers of today.

Founded in 2017, UPLAB is a performance & influencer marketing agency focussing on GEN Z and Millenials. We are a young and multicultural team of influencers, content- and performance marketers spread over Singapore, China and Europe.

We help the people around us through our services, but also by organising regular events, contributing to podcasts and providing quotes in articles and books.



We build a community of over 700 marketers and 500+ influencers and hosted events in places as Singapore, Hong Kong, Shanghai and New York.

We always keep learning, we are there to help each other. We are proud on our achievements and are looking forward to new challenges.



**We are looking for exciting brands who
want to increase their presence online.**

We have worked with SMEs, startups and corporates active
in the F&B, tourism, beauty, fashion, real estate, sports,
blockchain, FMCG and education industry.

We brought influencers and performance marketers together, to help brands like you.

And not only that. We also always offer these **support services**;

- Localised content creation
- Constant optimisation
- Audience interaction & engagement
- Bilingual client support
- Cloud project management
- ROI report & content translation

Services & Pricing

Influencer Marketing

Explore

- Includes at least 2 influencers with minimum 200K fans.
- At least 2 posts per month, cross channel distribution, influencer management, quotation & influencer contract, bilingual communication, report & analytics
- 1 hour of target audience interaction and engagement per week.

€2500 per month

Standard

- Includes at least 3 influencers with minimum 100K fans.
- Includes at least 1 influencer with minimum 750K fans.
- At least 4 posts per month, cross channel distribution, influencer management, quotation & influencer contract, bilingual communication, report & analytics
- 1.5 hour of target audience interaction and engagement per week.

€5000 per month

Growth

- Includes at least 10 influencers with minimum 100K fans.
- Includes at least 2 influencers with minimum 750K fans.
- At least 12 posts per month, cross channel distribution, influencer management, quotation & influencer contract, bilingual communication, report & analytics
- 2 hours of target audience interaction and engagement per week.

€15000 per month

Content Marketing (Text/Photo)

Channels: Instagram, Weibo, WeChat and Xiaohongshu

Explore

- (1) 3 pieces of content p/w
- (2) Account Management
- (3) 1 monthly campaign
- (4) Custom graphic design
- (5) 2 hours per week
- (potential) customer outreach
- (6) + our support services

Price: €2000,00

Monthly recurring. 3 months minimum.

Growth

- (1) 5 pieces of content p/w
- (2) Account Management
- (3) 4 monthly campaigns
- (4) Custom graphic design
- (5) 4 hours per week
- (potential) customer outreach
- (6) + our support services

Price: €4000,00

Monthly recurring. 3 months minimum.

Custom

Need specific help? We are happy to discuss your needs and make a customized proposal.

Price: Custom

Content Marketing (Short-video)

Channels: Douyin, TikTok, Instagram

Explore

- (1) 3 pieces of content p/w
- (2) Account Management
- (3) 1 monthly campaign
- (4) Custom graphic design
- (5) 2 hours per week
- (potential) customer outreach
- (6) + our support services

Creating content using your existing videos.
Short-videos are minimum 10 seconds.

Price: €3000,00

Monthly recurring. 3 months minimum.

Growth

- (1) 5 pieces of content p/w
- (2) Account Management
- (3) 4 monthly campaigns
- (4) Custom graphic design
- (5) 4 hours per week
- (potential) customer outreach
- (6) + our support services

Creating content using your existing videos.
Short-videos are minimum 10 seconds.

Price: €4500,00

Monthly recurring. 3 months minimum.

Custom

Need specific help? We are happy to discuss your needs and make a customized proposal.

Price: Custom

Influencer Ambassador

Looking for an influencer who creates content for your brand's account?

Product review

- (1) Influencer sourcing
- (2) Influencer management
- (3) Influencer contract
- (4) Video editing
- (5) Content localization

Product : 1-2 minutes video

Price: €1000,00

One-time cost

Short-video promo

- (1) Influencer sourcing
- (2) Influencer management
- (3) Influencer contract
- (4) Video editing
- (5) Content localization

Delivery: 15 sec short-video

Price: €750,00

One-time cost

Photos

- (1) Influencer sourcing
- (2) Influencer management
- (3) Influencer contract
- (4) Photo editing
- (5) Content localization

Delivery: 3 HQ photos

Price: €750,00

One-time cost

Paid Advertising

Channels: Douyin, TikTok, Instagram and Weibo

Optimization

- (1) Set-up advertisements
- (2) Target and optimization
- (3) Schedule and distribute
- (4) + our support services

15% commission

Of total advertising budget.

All-inclusive

- (1) 3 pieces of content p/w
- (2) Account Management
- (3) 1 monthly campaign
- (4) Custom graphic design
- (5) 2 hours per week
(potential) customer outreach
- (6) + our support services

Price: €2000,00 + 15%

Monthly recurring. 3 months minimum.

Custom

Need specific help? We are happy to discuss your needs and make a customized proposal.

Price: Custom

Performance Marketing

Tools: Zapier, Hubspot, Salesforce, Autopilot, Pipedrive and many more

Marketing Automation

- (1) Inbound marketing strategy
- (2) Customer journey development
- (3) Email, SMS and content marketing
- (4) Continuous measure and optimization

Price: €2000,00+

Monthly recurring. 3 months minimum.

Deal Flow Automation

- (1) CRM customization and optimization
- (2) Funnel optimization (marketing, sales, operations)
- (3) Integration with the platforms you already use

Price: €3000,00

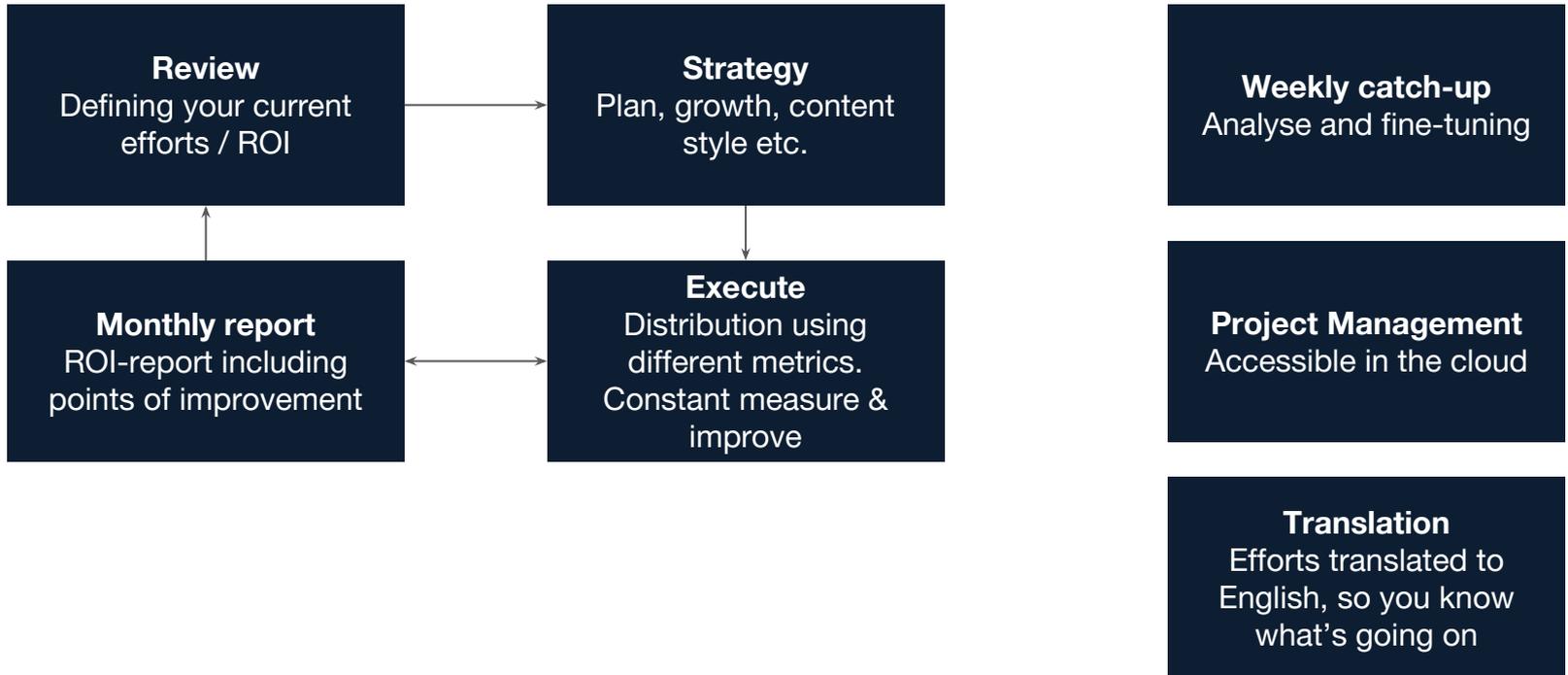
One-time cost

Custom

Need specific help? We are happy to discuss your needs and make a customized proposal.

Price: Custom

How your first month at UPLAB looks like



We would love to hear your story.

So we can help you to share it with the consumers of today.

Chat with us today:

Email: fabian@uplab.asia

Web: www.uplab.asia

WeChat:

