

**UP10MEDIA**

**WE MAKE VIDEOS  
TO TELL YOUR  
STORY.**

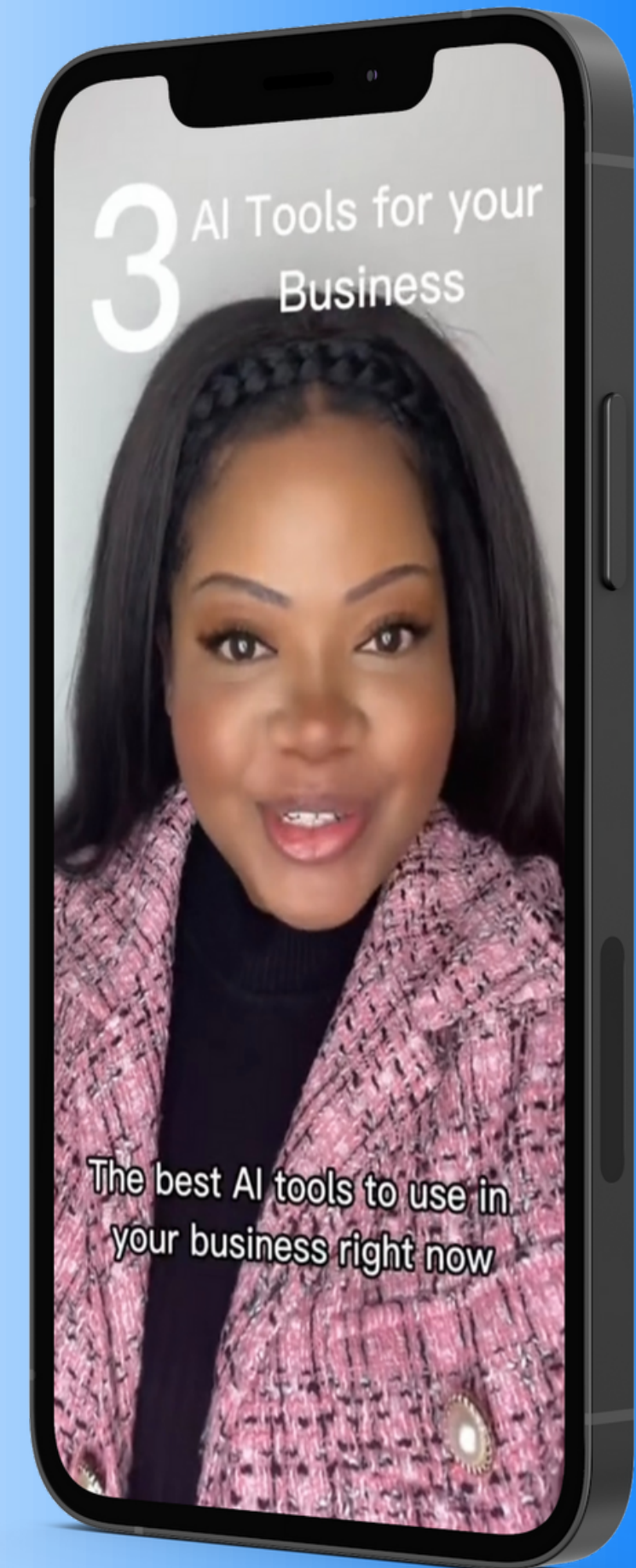


# WHO WE ARE

UP10MEDIA was started by Uptin Saiidi after 5 years at CNBC. Today he's used videos to amass more than 500 Million views and 2 Million followers over the past two years.

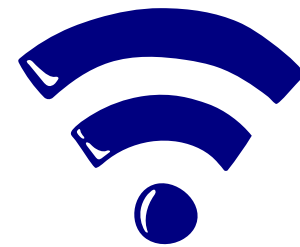
# WHAT WE DO

We make high-impact videos (that people actually want to watch) for you to use on your: Website, Email Marketing, Pitch Deck, Social Media



# OK, BUT WHY VIDEOS?

Social Media has shifted from static  
and blog posts to videos



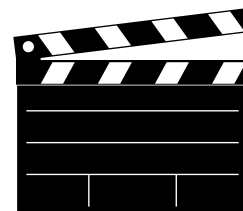
85% of internet users  
watch videos



TikTok has more than 1 Billion  
active users



Marketers who use video grow revenue  
49% faster than non-video users



You are 27X more likely to click on an  
online video ad than a static banner ad



**VIDEOS GET**  
**12X MORE VIEWS**  
**THAN TEXT AND IMAGES COMBINED**

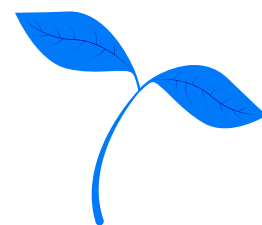




# OUR VIDEOS HELPED COMPANIES:



Go viral with 1.2 Million, organic views on their account in their first month with us.



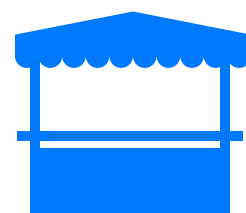
Grow 14,000 followers organically in just one month.



3X client conversions in their first two months.



Grow a thriving community of thousands of active and engaged users.



Enter 16 new international markets in three months.

# Problems that companies face

when it comes to videos



## Wasting a lot of money

Large production shoots are expensive, timely and complicated



## People want to relate to a face

Most brand videos don't feel native to audiences



## Long and boring

Long videos have lower retention rates

# How we will help



## **Simple, quality production**

Optimized production,  
which feels much more personal



## **Relatable to your own audience**

Personal content that feels native using  
creators that relate to your audience



## **Full of value and insight**

Videos as long as they  
should be

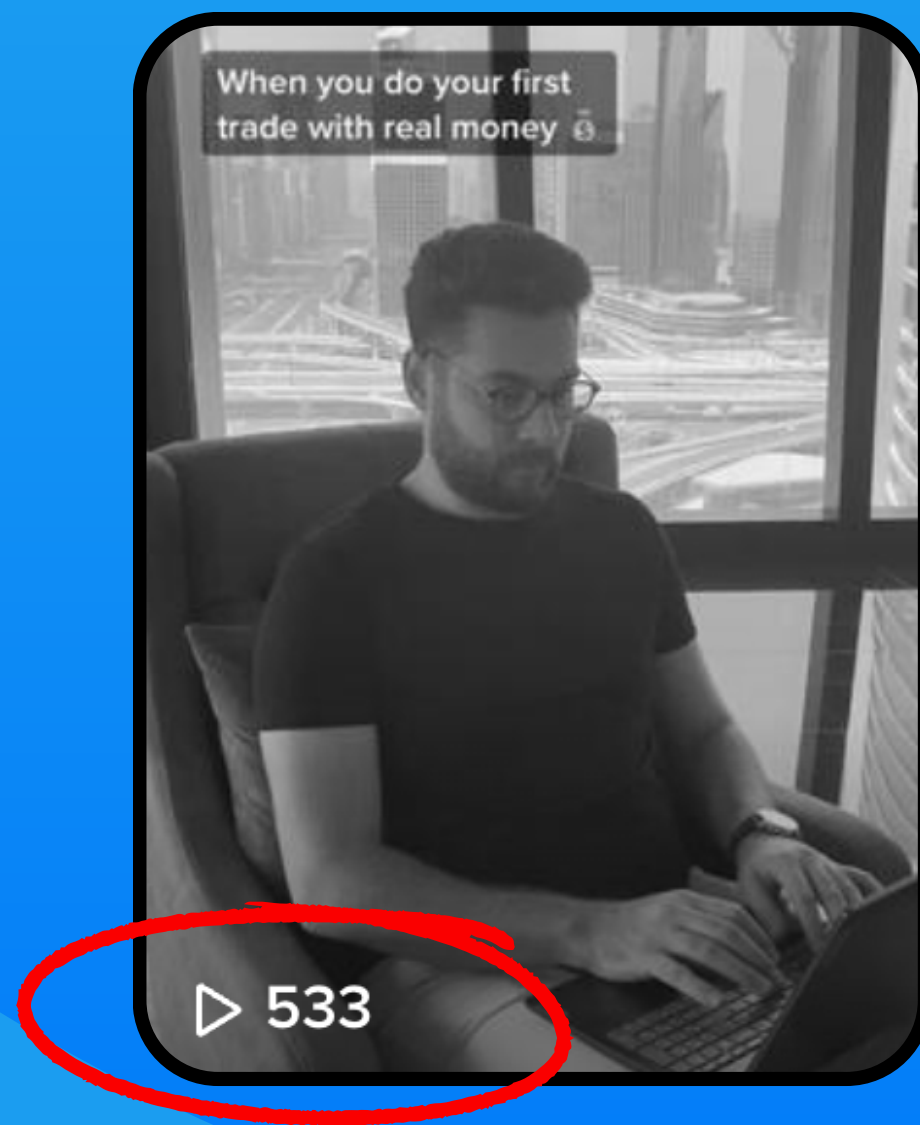


# WHY US?

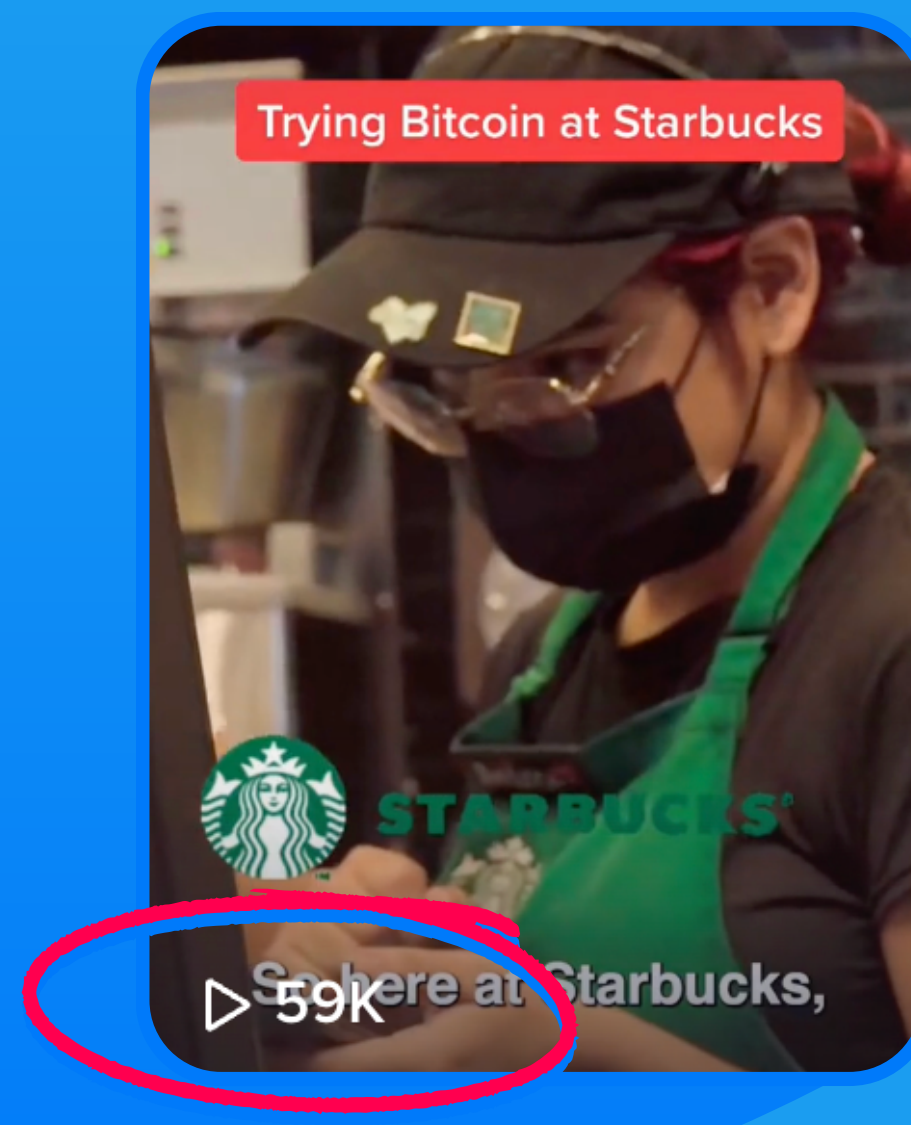
Because we have a  
signature strategy:

# THE HOOK 3.0 METHOD

OUR VIDEOS AVERAGE **7X MORE VIEWS** THAN IN-HOUSE STRATEGIES



In-house strategy



**UP10MEDIA**

**Don't miss this opportunity of  
being an early adopter!**



Facebook organic reach has plummeted:

- 16% in 2012
- Less than 2% on average now

**Early adopters got 8x+ organic reach**

YouTube median views per video:

- 10,262 in 2006
- 89 in 2016

**Early adopters got 115X the views**



We focus on

**HUMAN**

and relatable content

## UGC-focused ads on TikTok outperform other kinds of digital ad placements

[Including Facebook ads (by 32%) and Google ads (by 46%)]



63% of users prefer when brands feature creators in their videos



56% of users prefer when brands publish human, unpolished content

# Main video formats to choose from

## Horizontal Videos



Explain your business and inform your target audience through engaging videos rather than writing blog posts or sending long boring PDFs.

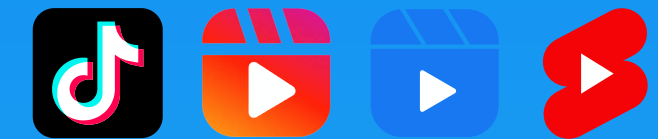
Used on Email Marketing, Websites, Pitch Decks, Social Media platforms.

## Vertical Videos



Reach the masses with organic views and engagement across platforms.

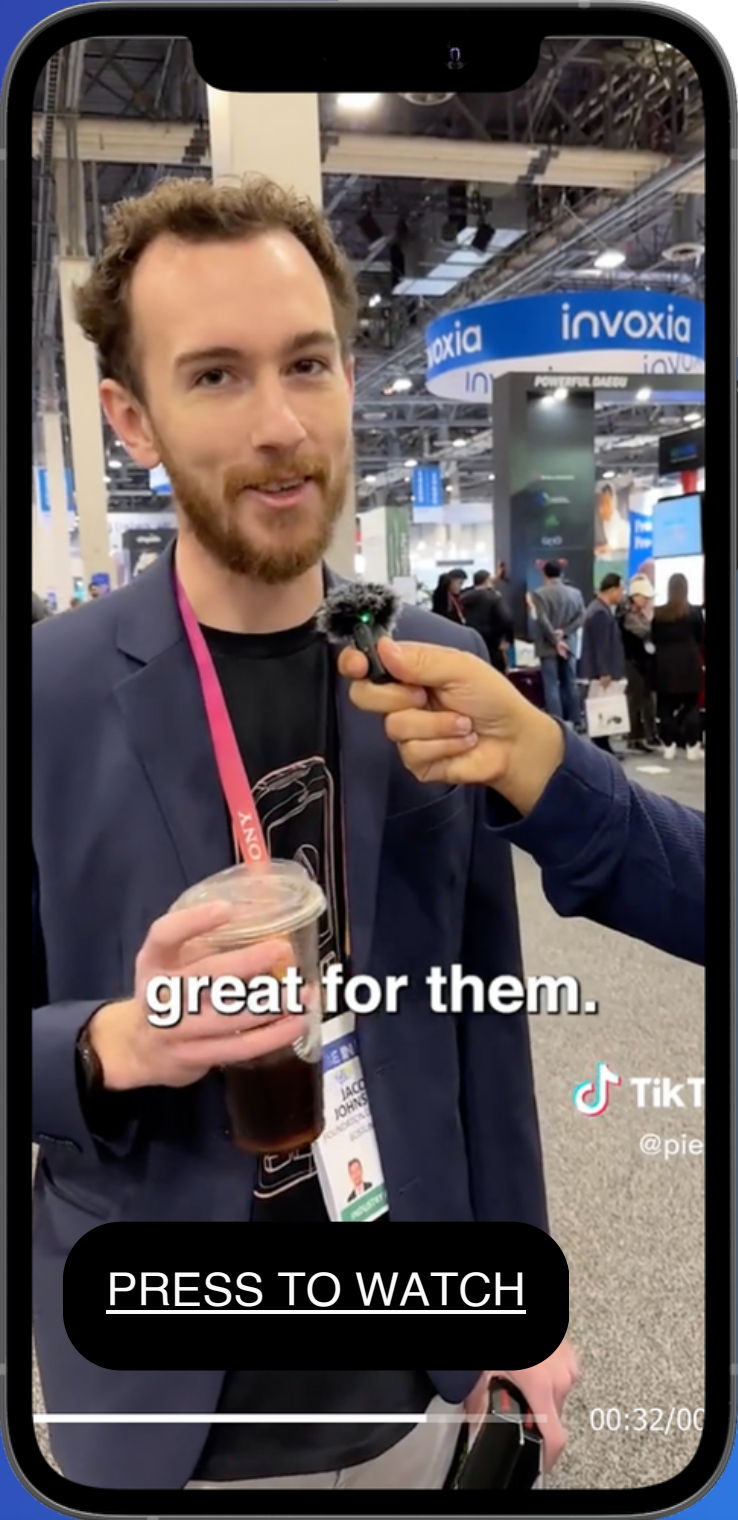
Also can be used in Email Marketing and Websites.





# Some of our client's viral videos

64K views



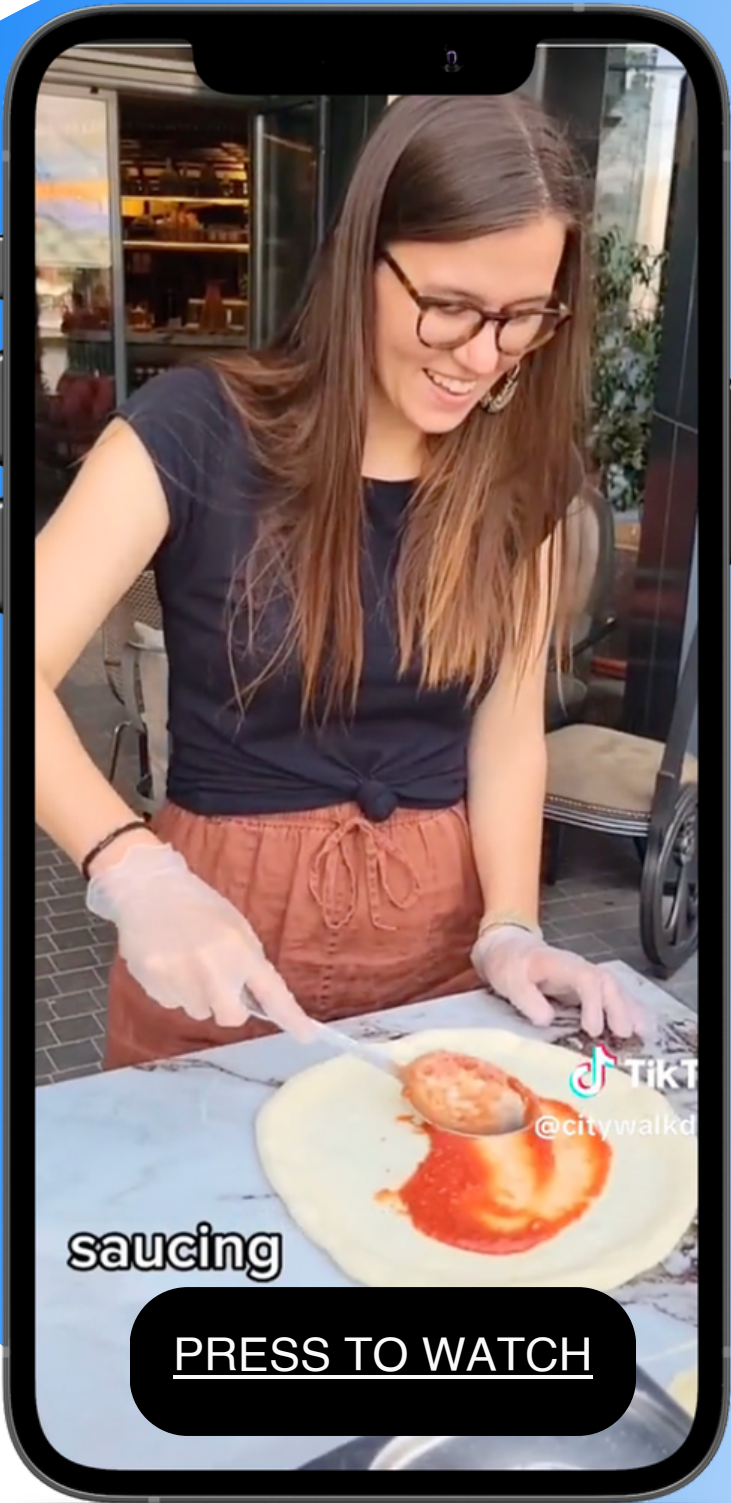
1.2M views



1.7M views



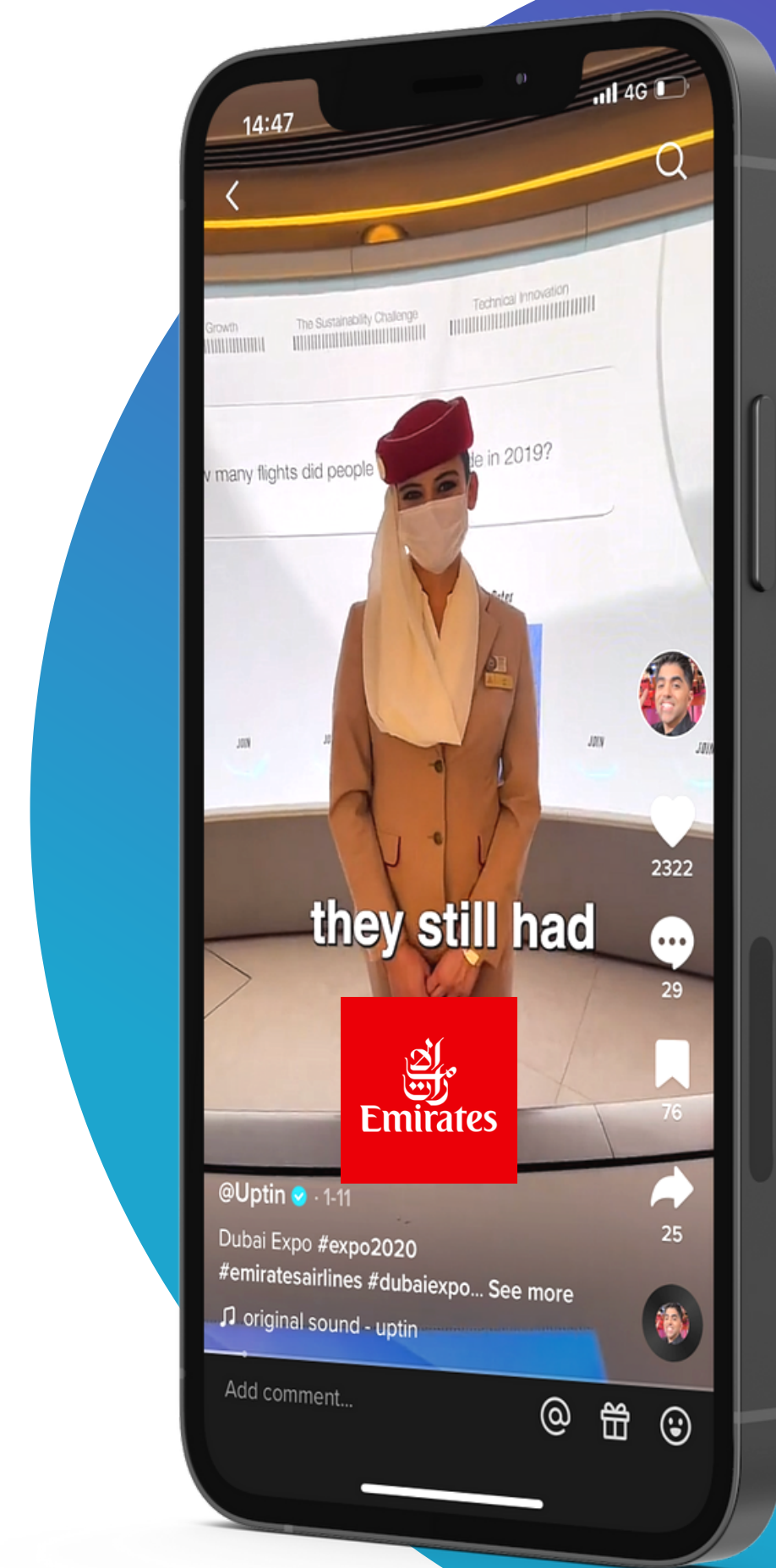
130K views





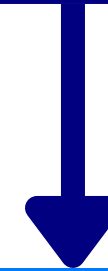
# THESE VIDEOS CAN BE USED FOR ADS ACROSS ALL PLATFORMS

To target a very specific audience and demographic, even more!

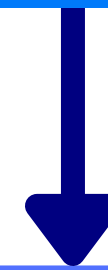


# Our process:

1) Find & Approve creators



2) Confirm content  
strategy & calendar



3) First videos filmed &  
approved



4) Initial video posted

# You will also get:



Finding the right creators to represent your brand and managing / replacing them if needed.



Content ideation



All the filming/editing/producing is handled by us and our creators



Uploading each video without watermarks for you to use on Instagram



Weekly / Monthly calls



# YOU'LL BE IN GREAT COMPANY



# TEAM UP10MEDIA



**UPTIN SAIIDI**

CEO & Founder



**Zoya Javed**

Account Manager



**Kailas Lloyd**

Account Manager



**Peter Sleiman**

General Manager



**Dariia Nazarova**

Account Manager



**Andre Khurlapov**

Editor



**Rohit Thomas**

Chief Operating Officer



UP10.CO

# LET'S TALK VIDEOS!

