# LEVEL UP Thai-China Digital Marketing Agency



### Level Up Holding

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Level up is a **digital marketing agency specialized** in **Thai to China Promotion**. We are **one-stop service** for Thai companies that wish to attract Chinese customer.

Founded in 2012, Level Up has helped many Thai companies expands to China market through our services including strategic consultancy, business matching, online marketing social media management, key opinion leader (KOLs) promotion, e-commerce expansion, etc.





### **Best-in-class solution**

show cased by various trusted clients including large corporations listed on Stock Exchange of Thailand



### **Experience**

With experience of serving clients in broad range of industries including Finance, Technology, Real Estate, Healthcare, and Tourism, we can provide flexible and tailored made solution to suits your specific need.



### **Long-term Relationship**

We value long-term relationship and sustainable growth, therefore we strive to achieve maximum result with most efficient use of resource as possible.



# Founding Members





Co-founder and CEO



ITTICHAI ATHKRAVISOONTHORN

Co-founder and MD

"Deep Understanding of Chinese Consumer"





# **Trusted Clients**

































































































FINNA





























































### **Our Services**



### **Strategies**



**Online Advertising** 



Online Banner News PR

### **Social Media**



Social Media Management

### **Offline Ads**



Magazine Airport media

### **Content Writing**



**Review / Content** 

### **Enablement**



WeChat Pay, Alipay Integration

### KOL



Key Opinion Leaders / Bloggers

### **E-Commerce**



Chinese E-Commerce, Taobao, Meituan, Ctrip etc



# Why Level Up?







รักอสเลต



**№**360

















### **Exclusive Agent**

### **Ctrip and Trip.com**

- Thailand Exclusive Agent Ctrip gourmet
- Promote for restaurant to Chinese tourist
- Authorized Ctrip Global Shopping Advertisement Partner
- Banner, Advertisement campaign through Ctrip application & Website
- Wholesale Supplier of travel product for Ctrip and Trip.com
- Sale tour ticket, coupon and voucher to tourist globally

### **Thailand Partner**

### **Programmatic Ads**

- Thailand partner for EternityX & BiddingX
- One of the largest Programmatic Ads provider in China
- Extensive Advertisement network of 7,000+
- Banner, native ads and video
- Al advertisement for precise targeting
- Choose interest form major platform e.g. JD.com, Ctrip, Aviation Bureau and search history

### **Thailand Representative**

### e-Buy Information Technology

- Thailand representative of Ebuy
- One of the largest Chinese technology company with registered capital of 50millon RMB.
- Provide e-Pos system
- points system for banks and financial institution in China
- Huge Customer Base
- Serves more than 100million users and 100 financial institution with daily average transaction process more than 1billion points

### **Advertisement Agency**

### **China Marketing**

- Social Media Official Account and Management
- Weibo, Wechat, Xiaohongshu, Tiktok
- Search Engine
- Baidu SEM, Seeding Article e.g. Mafengwo, 16Fan, press release
- E-commerce
- Tmall Shop opening
- Own Taobao Global and Douyin Shop
- Special platform
- Ctrip & Dianping advertisement



# **China Online Presence**



Search Engine	Website	Travel Blog Forum	ОТА	Social Media	E-Commerce	Mobile Payment	Messaging / Chat	Food and Activities	Short VDO
Google	TH/EN WWW	Pantip Learn, Share & Fun  Talvillau  Talvillau  Talvillau  Talvillau  Talvillau  Talvillau  Talvillau	tripadvisor° Expedia° a g o d a		LAZADA	rabbit LINE Pay	LINE	wongnai	TikTok
Bai db 音度	CH	シ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・	Chin Chin 操程	a Marketing  JEIN	海宝网 Taobao.com	表 <b>支付宝</b> <sup>™</sup>		美才	
Baidu	Landing Page in HK	Mafengwo / Toutiao	Ctrip/ Qunar / Fliggy	Weibo Xiaohongs / RED	shu Taobao/ Tmall	Alipay/ WeChat Pay	WeChat	Meituan / Dianping	Douyin

# Thailand Media & Publication



### **Co-Founders**



### BUHN BHUCHONGCHAROEN

Co-founder & Chief Executive Officer of Level Up Holding Co., Ltd

More than 18 years in Business consultant and IT platform integration service. Business background in Telecommunication, Financial, Manufacturing, Warehouse planning & Payment

5 years in Online marketing strategy, Business model design and develop.

3 years specialist in Brand building and awareness on China's Social media, OTA platform & eCommerce

Area of specialist

- Product Branding design
- Online Sale funnel design & manage
- Online Business Model
- China Marketing
- Cross Border mobile payment

























### **Co-Founders**



### ITTICHAI ATHKRAVISOONTHORN

Managing director of Level Up Holding Co., Ltd China Online Marketing Expert

สำเร็จการศึกษาระดับมัธยมจาก Epsom College ประเทศอังกฤษ ระดับปริญญาตรีจาก คณะบริการธุรกิจ King's College London ประเทศอังกฤษ ระดับปริญญาโทจาก Executive MBA สถาบันบัณฑิตบริหารธุรกิจศศินทร์แห่งจุฬาลงกรณ์มหาวิทยาลัย

ประสบการณ์ 10 ปีในสถาบันการเงินระหว่างประเทศ ได้แก่
J.P. Morgan Chase Bank Bangkok และ Bank of America Merrill Lynch Singapore

ที่ปรึกษาด้านยุทธศาสตร์ให้กับธุรกิจไทย-จีนในกรุงปักกิ่ง รวมทั้งการเข้าสู่ตลาดและการควบรวมกิจการและ การเข้าซื้อกิจการ ได้แก่ ธนาคารกสิกรไทย บริษัทบ้านปู และบริษัทไมเนอร์

ผู้ก่อตั้ง บริษัท เลเวลอัพ โฮลดิ้ง จำกัด ที่ปรึกษาด้านการตลาดจีนโดยให้บริการเป็นที่ปรึกษาด้านการตลาดจีน ออนไลน์ โดยใช้ประสบการณ์การบริหาร และการตลาดที่ได้สะสมอย่างต่อเนื่อง ไม่ว่าจะเป็นด้านอุตสาหกรรม การเงิน เทคโนโลยี อสังหาริมทรัพย์ การดูแลด้านสุขภาพและการท่องเที่ยว เป็นต้น



















# Writer / Speaker / Narrator

ผู้ประพันธ์หนังสือ รวยลัดด้วยคอนโด และ บุกตลาดจีนด้วยสื่อโซเชียลมีเดีย

ได้รับการสัมภาษณ์จากสำนักพิมพ์ บางกอกโพสต์ และ โพสต์ทูเดย์

ผู้เขียนบทความการตลาดจีนออนไลน์ให้กับ Marketing Oops!, Marketeer, Bangkok Biz

อาจารย์พิเศษบรรยายด้านการตลาดจีน ม.กรุงเทพ ม.ศรีปทุม ม.เกษตร

ร่วมมือกับ Marketing Oops! ผลิต Podcast ในหัวข้อ china market insights





MarketingOops!







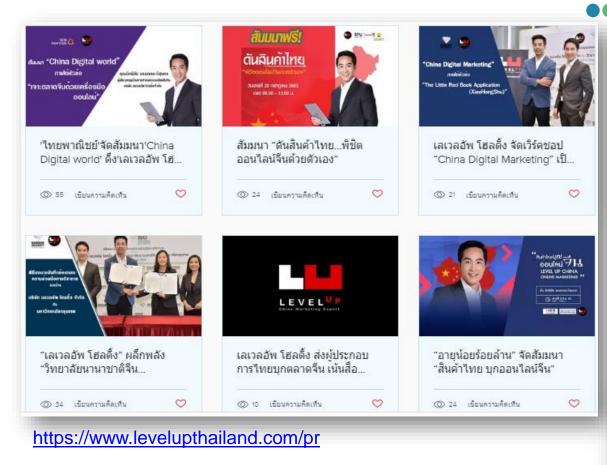








# **Seminars & Speaker**



- Offline seminar on China marketing and China Online Business
- Mostly invited as speaker, and some hosted by ourselves





# **Online Class on China Marketing**



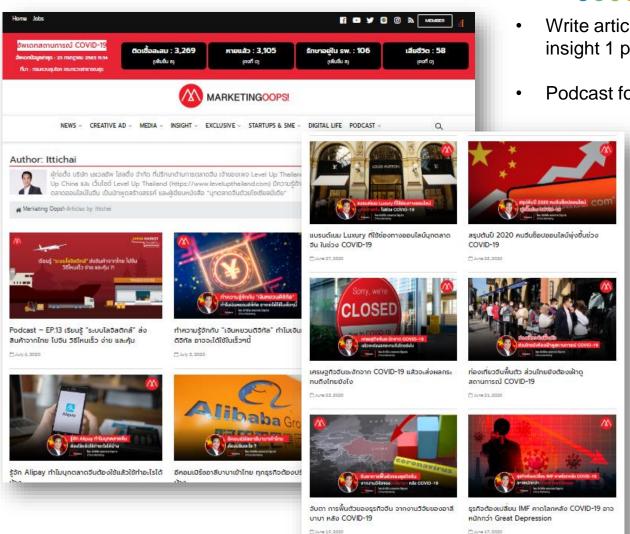
https://www.mushroomsuperclass.com/co urses/marketing-china/

- Online class on China Marketing
- Co produced with Mushroom group, owner of TV program "Young Selfmade Millionaire"





# **Article on Marketingoops.com**



Write article for Marketingoops.com regarding China marketing and insight 1 per week

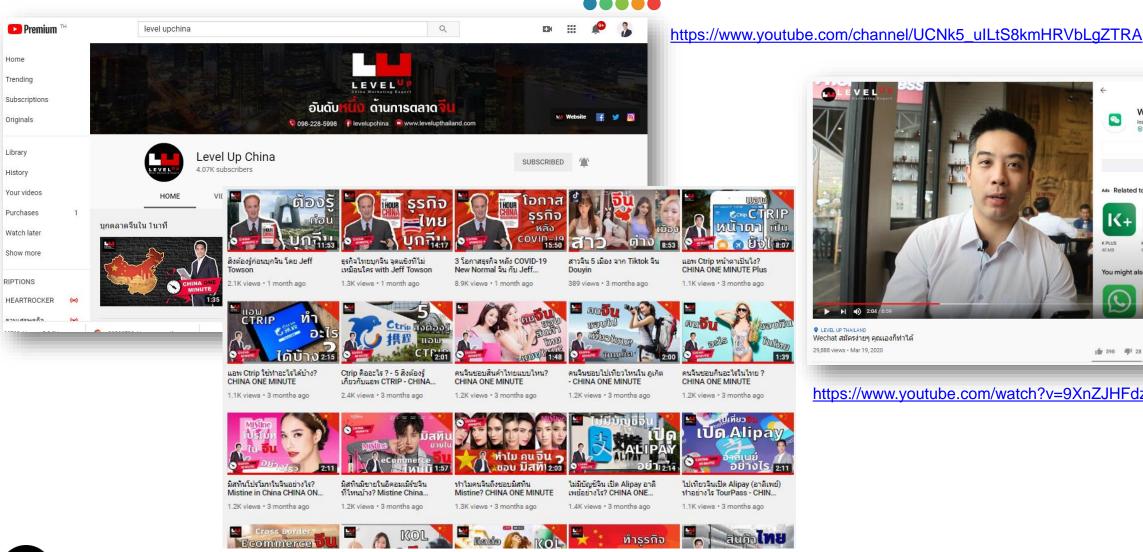
Podcast for Marketingoop.com 2 per month

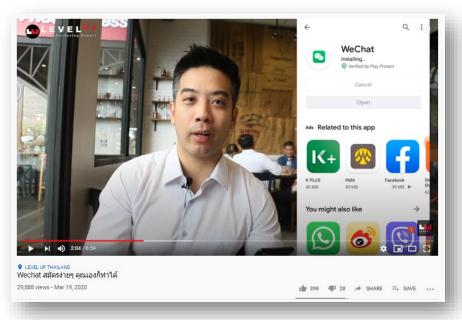


https://www.marketingoops.com/author/ittichai/

https://www.marketingoops.com/podcast/china-market-insights/learn-logistics-thai-china-how-fast-easy-worth/

# **Level Up China Youtube**





https://www.youtube.com/watch?v=9XnZJHFdzRk&t=123s



# Case Study Sample



# China eCommerce Alibaba Group





### **Taobao**

### **Highlights**

- C2C and B2C
- No transaction fee

# Requirement to open shop

- Require Alipay account
- Require Chinese National ID



### Taobao Cross Boarder

### **Highlights**

- C2C and B2C
- No transaction fee
- Oversea products

# Requirement to open shop

- Require Alipay account
- Require Chinese National ID



### **Tmall**

### **Highlights**

- B2C
- Annual fee
- Commission fee

# Requirement to open shop

- Chinese company only
- Require approval from Tmall



### **Tmall Global**

### **Highlights**

- B2C
- Annual fee
- Commission fee
- Oversea brand

# Requirement to open shop

- Require approval from Tmall
- Oversea company
- Brand certificate

Thai brands should consider consignment to shop on Taobao Cross Boarder or to open Tmall Global



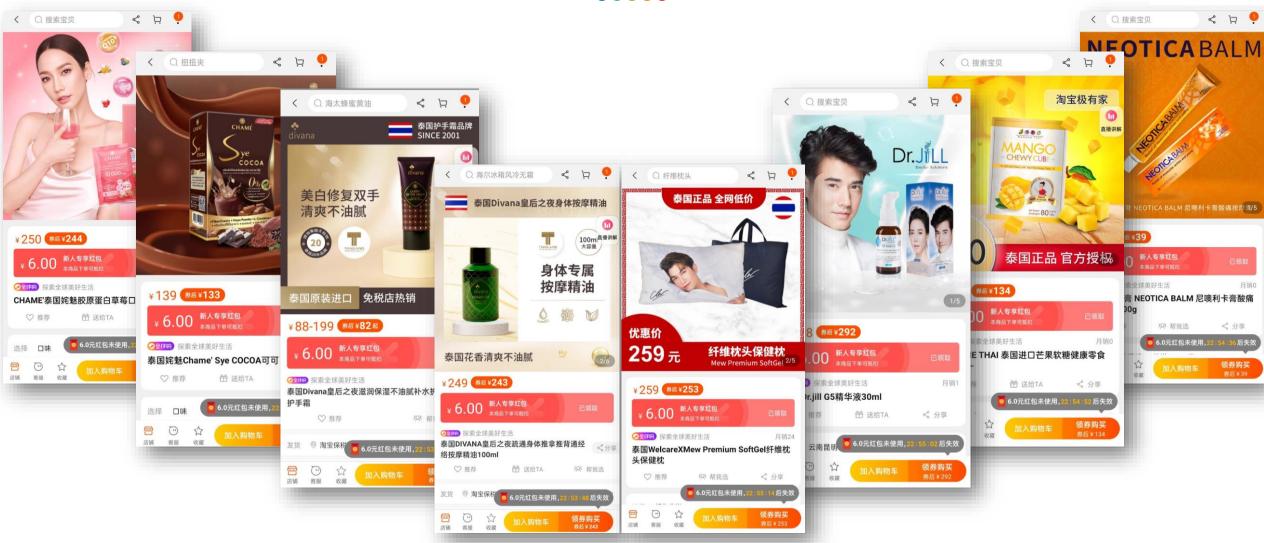


# Taobao Global – Tai Wan Le Shop



## Thai One Love Shop – for Thai Products











China Online Promotion & Online Ticket Sales via Ctrip, Website, WeChat

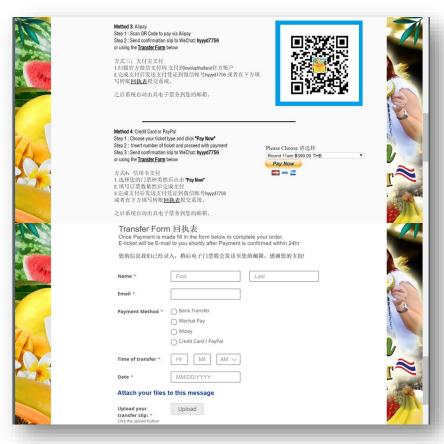
1,000+ Chinese tickets sales
20+ Chinese press & KOLs promotion













### Chinese Landing Page for the event / WeChat/ Alipay

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### **Online E-Ticket**











**Chinese Media Coverage** 















### **KOL Live In Taobao**













30 K Up One live on Taobao

5 k up audience watching during live.



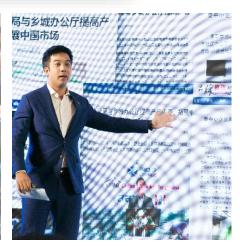












Schedule of business matching
between SME entrepreneurs in the
commercial sector and entrepreneurs
(China) in parallel
September 10, 2020
At The Halls Bangkok, Bangkok

At Asia International Hotel, Guangzhou



## **Taobao Live**





### **KOL Live Stream Commerce**

- HanBing (韩冰)
- Aizhong (泰国阿芳夫妇)
- Mr.Gongyi (龚义)



















# Live Conference in Guangzhou



Business matching / MOU activities between Thailand and China

















# OLAY AGELESS

Live and Share on Weibo

million views, better than average

50k audience watching during live.







Hair Treatment Views: 5.67 million Comments: 7646

Places to go on Valentine's Views: 2.27 million Comment: 1275



Comments: 3090



How to have a small face Views: 2.86 million Comments: 1258 Water protection Trip Views: 3.07 million Comments: 1934









# OLAY AGELESS

Weibo Post & YiZhiBo Live

m views, better than average

35k peak view







Shopping mall in Dubai Views: 1.73 million Comments: 954

Amusement Park in Dubai Views: 2.27 million Comment: 1275



Comments: 3090



Desert in Dubai Views: 2.12 million Comments: 1536 Dinning in Seoul Views: 856,000 Comments: 1697







# OLAY AGELESS

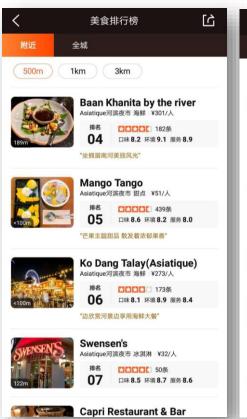
**Consumer Review Articles** 

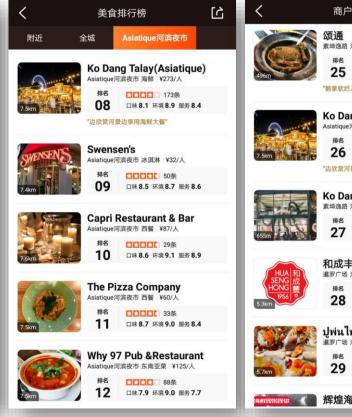
op organic search on Baidu for main Key Word

ultiple Reposts by online news platform













# Brand Awareness & Online Review on Dianping

- Top 6 popular restaurants within 500 meters
- Top 8 Popular restaurants by the Chao Phraya River within Asiatique
- The 26th popular seafood restaurants











Ko Dang Talay(Asiatique)

**Dianping** 

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Ko Dang Talay(Asiatique)

2019-08-16 09:24:13



### **Top Search for** "Must checkin in Thailand"



### **Top Search for** "Restaurants must checkin in Thailand" "Seafood restaurant in Thailand"



# **Top Search for**

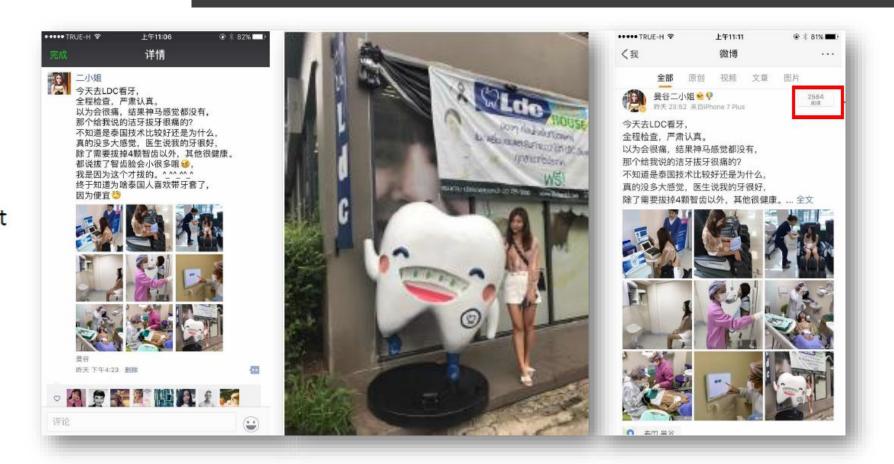








KOL: Er xiao jie Weibo & WeChat







# **Contact Us**

Level Up Holding





Daily News & Update + Customer Service



