



We build marketing teams

**MAKE EVERY MARKETING DOLLAR YOU
SPEND SMARTER**

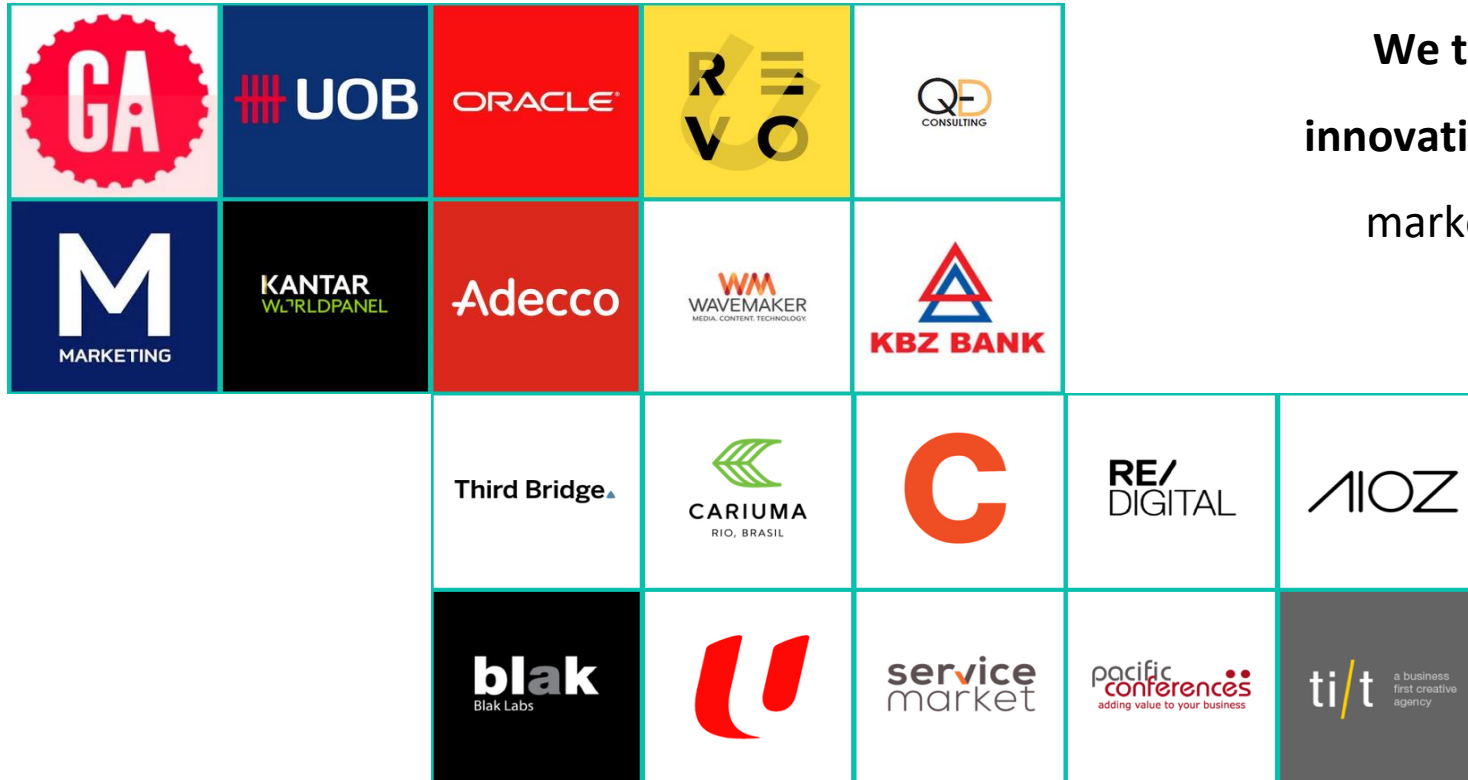
What is XYZ Lab?

We are a hands-on **digital marketing consultancy**. We **train, guide and up-skill digital marketing teams** to transform your digital marketing strategy:

- ✔ Drive Efficiencies
- ✔ Leverage Data
- ✔ Execute Flawlessly



The **brainpower** behind the brightest companies



We train and work with some of the most innovative brands in South East Asia, focusing on marketing automation, digital analytics and performance marketing

What can we help you with?

Strategy

- Analyze competition
- Understand the audience
- Differentiate your business

Analytics

- Automate Reporting
- Optimise Media Spend
- A/B Test your assets

Training

- Upskill your team
- Keep up to date with new technologies
- Grow your mindset

Strategy



Practical and to-The-Point Consultation

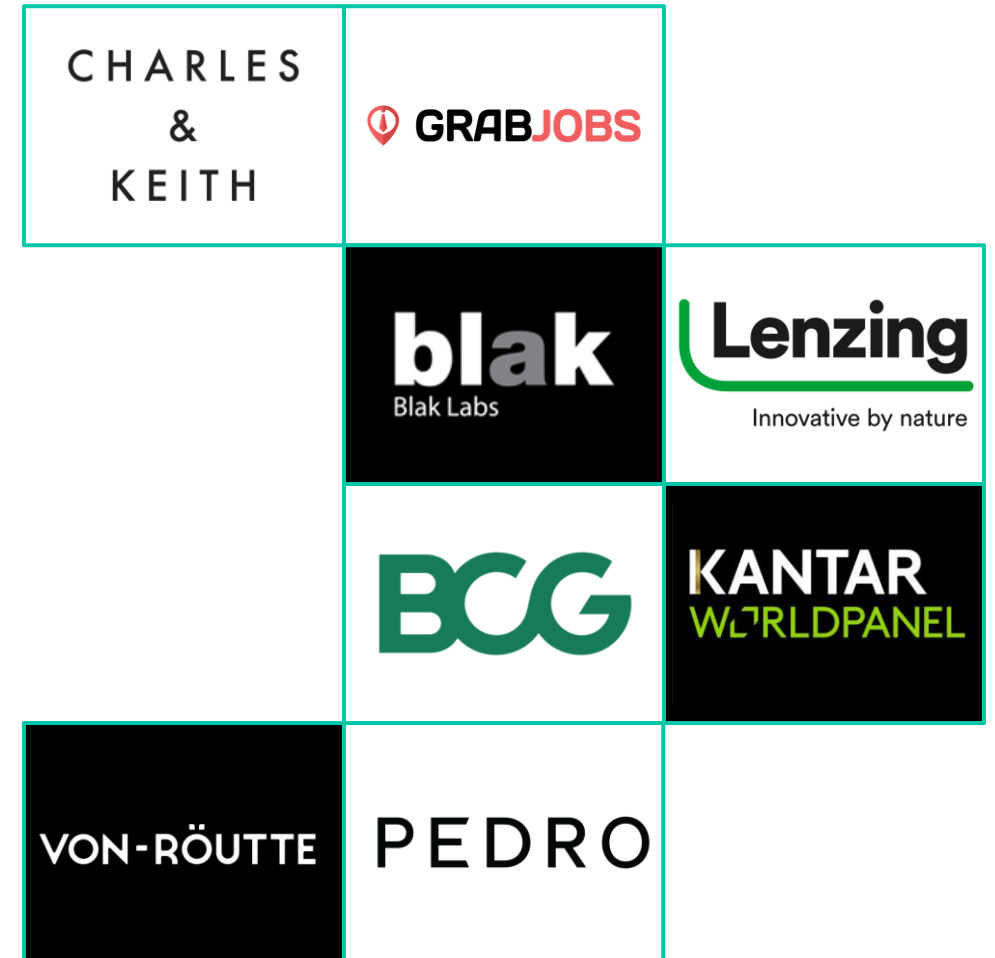


Data-First Mindest






Hands-On Guidance

Explore
Our Work






Analytics

-  Fully Automated Reporting
-  Customised to Your Needs
-  ALL Channels Under a SINGLE Interface



Training

-  Trained Over 20 Companies in South East Asia
-  Fully Customizable Curriculum
-  Post-Training Guidance & Consultation

Explore
Our Work



Our Approach



***We partner with selected companies**

We deliver to-the-point, unbiased consultation

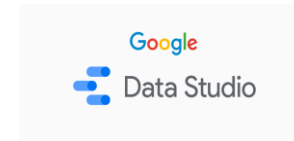
We will push you to do more

We don't cut corners

We use tech to keep everything simple

We leverage technology to:

- Automate Reporting
- Automate repeating tasks
- Save time & resources



Meet the team

We are a **remote team, of millennials,**
born and bred in the digital age with
an unmatched obsession with digital
marketing.



SOTIRIOS

Architect [INTJ-A](#)

Founder & head of product marketing. Most of his product ideas are conceptualized while swimming. Collects old coins in his leisure time.



MELEK

Protagonist [ENFJ-T](#)

Digital & content marketing intern. I love getting up early and dancing in the streets when no one is around.



JOSIAH

Mediator [INFP-A](#)

Social media & content marketing mastermind. Often tries to gain the affection of his dog by bribing him with snacks when no one's home.



SINLIN

Adventurer [ISFP-A](#)

UX Designer and Fitness aficionado. A perfect day begins with F45 and ends with all those pixels looking fine. She has six languages activated on her mobile phone.



Let's discuss over Zoom
sotirios@xyzlab.com

