



yuUp

Where Attention Becomes Growth

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Where Attention Becomes Growth

YUP is a modern social media growth group built for the attention economy. We combine human behavioral insight, algorithm-aware strategy, premium creative production, and performance media to help brands capture attention and convert it into measurable growth.

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Capabilities & Growth Framework





The YUP Growth System

The YUP Growth System is a strategic framework designed to help brands win attention on social media and scale that attention into predictable growth.



- **Attention Strategy** – define how the brand earns attention through psychology, positioning, and audience behavior.
- **Authority Content** – premium visual content designed for social platforms and built to stop the scroll.
- **Strategic Distribution** – paid media campaigns designed to work with platform algorithms.
- **Growth Optimization** – continuous data-driven improvements that scale performance



Platform Capabilities

The Systems Behind the YUP Growth System

Modern growth is not driven by one platform or one campaign. It happens when strategy, creative, technology, and distribution work together as a connected system.

At YUP, we build the full digital environment that allows brands to capture attention, distribute it through social platforms, and convert it into measurable growth.

Every capability we offer exists within the YUP Growth System – a structured framework designed to engineer attention and scale results.





01 Attention Strategy

Defining How Your Brand Wins Attention

Before content is created or campaigns launch, we define how your brand earns attention inside the modern social media ecosystem.

This phase focuses on understanding human behavior, audience psychology, platform algorithms, and cultural positioning. Strategy determines how your brand shows up – and why people pay attention.

Capabilities within this phase include:

- **Social media growth strategy**
- **Platform positioning and messaging**
- **Audience research and behavioral insight**
- **Campaign concept development**
- **Content strategy and brand storytelling**

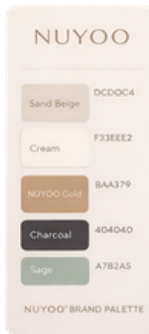
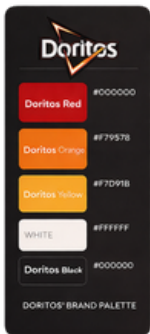
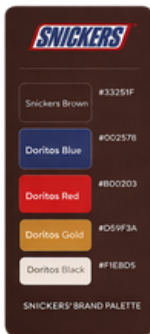
Platforms analyzed and positioned within this stage:

- **YouTube**
- **Instagram**
- **TikTok**
- **Meta (Facebook)**
- **Google Business Profile**





The outcome is a clear strategy for how your brand captures attention in the digital landscape.





02 Authority Content

Creating Content Designed to Stop the Scroll

Once the strategy is defined, the next step is building the content engine that fuels attention. YUP produces premium social-first creative designed to perform inside modern platform algorithms while resonating with real human audiences.

Content is designed not just to look good – but to generate engagement, build authority, and move audiences toward action.

Capabilities include:

- **High-end photo production**
- **Cinematic video production**
- **Short-form social media content**
- **Campaign creative development**
- **Brand storytelling content systems**

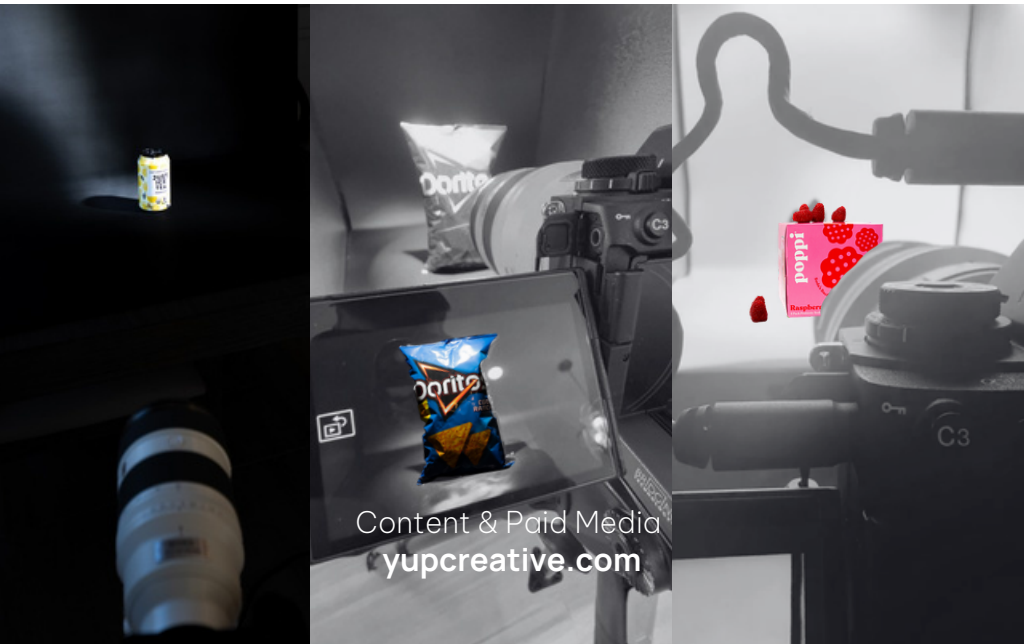


Platforms where this content is designed to perform:

- **TikTok**
- **Instagram**
- **YouTube**
- **Meta platforms**



This phase transforms strategy into the visual and creative assets that power the entire growth system.





03 Strategic Distribution

Amplifying Attention Through Platforms & Advertising

Great content only works if it reaches the right audience.

This stage focuses on algorithm-aware distribution and paid media amplification designed to expand reach and drive measurable results.

YUP builds the advertising infrastructure that pushes content into the feeds of the audiences most likely to engage and convert.

Capabilities include:

- **Paid social advertising campaigns**
- **Media buying and budget scaling**
- **Audience targeting and retargeting**
- **Platform optimization and campaign management**

Advertising platforms include:

- **Meta Ads (Facebook & Instagram)**
- **TikTok Ads**
- **YouTube Ads**
- **Google Ads**





By aligning creative with platform algorithms and paid distribution, content begins to scale beyond organic reach.





Campaign Work

The campaign below demonstrates the YUP Growth System in action – where strategy, creative, and distribution align to transform attention into growth.

- **Doritos** – Social-first product campaign built around bold visual storytelling.



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Campaign Work

The campaign below demonstrates the YUP Growth System in action – where strategy, creative, and distribution align to transform attention into growth.

- **Poppi** – Rose Raspberry social and web campaign assets.



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Campaign Work

The campaign below demonstrates the YUP Growth System in action – where strategy, creative, and distribution align to transform attention into growth.

- **Snickers** – 'Satisfies' product photography and campaign creative.



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Campaign Work

The campaign below demonstrates the YUP Growth System in action – where strategy, creative, and distribution align to transform attention into growth.

- **Just Iced Tea** – Product photography and campaign creative.





Campaign Work

The campaign below demonstrates the YUP Growth System in action – where strategy, creative, and distribution align to transform attention into growth.

- **Marvis** – Jasmine Mint luxury product photography concept.



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04 Growth Optimization

Building the Infrastructure That Converts Attention Into Revenue

Attention alone does not create growth – systems do.

The final phase of the YUP Growth System focuses on building the digital infrastructure that converts attention into leads, customers, and long-term revenue.

YUP designs the backend marketing systems that power modern businesses.

Capabilities include:

- **Website design and development**
- **Webflow and WordPress builds**
- **E-commerce environments**
- **Landing pages and conversion funnels**
- **ClickFunnels architecture**
- **CRM integration and automation systems**

- **Email marketing automation**
- **Tracking installation and analytics systems**
- **Full digital marketing infrastructure buildouts**





Technology platforms we implement include:

- **Webflow**
- **WordPress**
- **CRM systems**
- **Email marketing platforms**
- **Funnel platforms**
- **Analytics and tracking systems**

This infrastructure transforms marketing activity into a scalable growth engine.

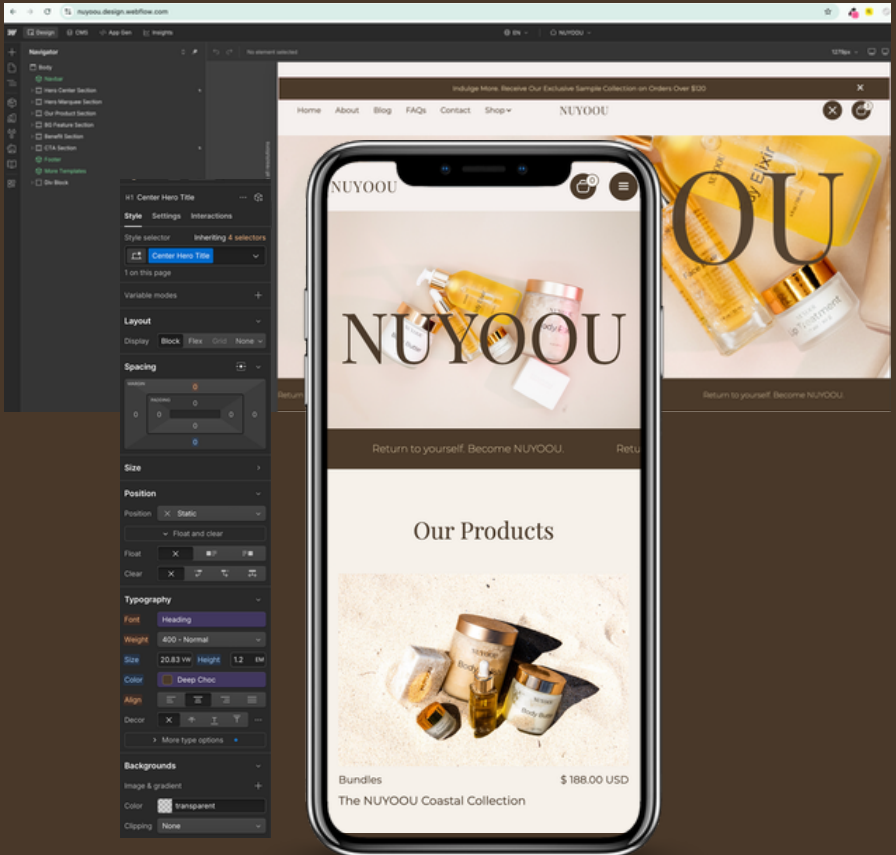




Website Development

YUP designs and develops digital platforms engineered to support modern brand growth. The project below demonstrates the YUP Growth System applied to website infrastructure.

- **NUYOOO** – A Luxury Skincare product line



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Meta Ads

YUP develops Meta advertising campaigns designed to amplify content and drive measurable results. The project below demonstrates the YUP Growth System applied to paid social distribution.

- **NUYOOO** – A Luxury Skincare product line

The collage displays various ad formats for NUYOOO products:

- Facebook Stories:** A woman presenting a collection of skincare products.
- Instagram Stories:** Close-ups of hands applying products and a bottle of serum.
- Instagram Reels:** A jar of Body Butter and a jar of Body Polish.
- Facebook Ads:** A candle product.

Below the ads is a table of ad performance metrics:

Ad	Impressions	Reach	CPA	Cost	Conversions	Conversion Rate
1 Shop NUYOOO Organic Luxury Skincare & Body Care Rituals	4,541 (51.78%)	3,698 (73.93%)	1.09	0s	1,739 (36.3%)	
2 NUYOOO Organic Luxury Skincare & Self-Care Rituals	1,875 (14.84%)	689 (33.77%)	1.56	25s	3,544 (17.1%)	
3 NUYOOO Luxury Body Butter	643 (8.85%)	548 (10.96%)	1.17	10s	1,838 (8.81%)	
4 NUYOOO Luxury ELIXIR	108 (1.38%)	81 (1.62%)	1.23	25s	272 (1.3%)	
5 About NUYOOO Organic Luxury Skincare Founded With Purpose	94 (1.3%)	75 (1.5%)	1.25	54s	250 (1.2%)	

Below the table is a grid of ad creatives, including product images and text overlays.



Performance Data from Live Campaigns

Real advertising metrics demonstrating how strategic media buying turns attention into measurable results.

Results		Reach		Impressions		Cost per result		Amount spent		
		-		-		-		\$0.00		
183	On-Facebook Leads	6,794		10,303		\$0.89	Per On-Facebook Leads	\$162.43		
172	On-Facebook Leads	6,811		9,676		\$0.84	Per On-Facebook Leads	\$144.13		
-	On-Facebook Lead	-		-		-	Per On-Facebook Leads	\$0.00		
2	On-Facebook Leads	282		311		\$2.80	Per On-Facebook Leads	\$5.60		
-	On-Facebook Lead	5		5		-	Per On-Facebook Leads	\$0.13		
2	On-Facebook Leads	18		22		\$0.30	Per On-Facebook Leads	\$0.59		
20	On-Facebook Leads	1,001		1,126		\$2.06	Per On-Facebook Leads	\$41.20		
379	On-Facebook Leads	12,660	People	21,443	Total	\$0.93	Per On-Facebook Leads	\$354.08	Total Spent	
4340	3323	47	1.41%	36	1.08%	\$29,969.00	23	\$0.23	\$6.91	\$9.02
278	211	12	5.69%	10	4.74%	\$9,590.00	2	\$0.02	\$34.50	\$45.45
116	79	6	7.59%	5	6.33%	\$5,549.50	1	\$0.01	\$47.84	\$70.25



Gross Sales

\$66,606.49



Start Your Next Campaign

Brands don't grow by accident.
They grow through attention, influence, and
strategic distribution.

YUP partners with organizations ready to compete
in the modern attention economy – where culture
moves fast, algorithms shape discovery, and
creative execution determines who wins.

Through the YUP Growth System, strategy,
premium content production, and performance
media work together to transform attention into
measurable growth.

If your brand is ready to capture attention and
scale influence, we're ready to build what comes
next.

→ hello@yupcreative.com