Headline: Digital Business Lab released Top 10 influencers in APAC for 2019 Q1

20 May, 2019—Digital Business Lab has launched its latest ranking of [Top 10 influencers in the APAC region for the 1st quarter of 2019](https://digital-business-lab.com/2019/05/dbl-top-10-influencers-apac-2019/).

After releasing their own [Top 10 micro-influencer in Hong Kong](https://digital-business-lab.com/2018/09/top-micro-influencers-in-hong-kong-for-q3-2018/) in 2018 Q3, Digital Business Lab is once again ready with a new index for 2019 Q1 which is beyond Hong Kong.

As one of the agency’s specialties, Digital Business Lab believes that successful influencer campaign should be based on influencers’ authentic interest in the subject and their strong connection with the audience in their established region. Hence, the APAC-positioned agency had handpicked influencers spanning across different locations in the Asia Pacific region.

In addition, the index also covered influencers from professional platform and Chinese social media for brands to reach a wider range of audiences.

By sharing this index, Digital Business Lab aims for brands to have more transparency in selecting the suitable representatives and social media platforms for their brand in the APAC region.

The following is a preview of Digital Business Lab’s Top 10 influencers index. The [full content](https://digital-business-lab.com/2019/05/dbl-top-10-influencers-apac-2019/) is available on the agency’s [official blog](https://digital-business-lab.com/digital-marketing-news/).

1. Jessica Chow: micro-influencer in Hong Kong, engagement rate around 9%
2. Elaine Chiu: micro-influencer in Hong Kong, engagement rate around 7%
3. Charles Lam: influencer in Hong Kong, engagement rate around 4%
4. Max Kruse: influencer in Australia, engagement rate around 4%
5. Russell Ong: micro-influencer in Singapore, engagement rate around 7%
6. Nathanael Steiner: influencer in Singapore
7. Hoa Trang: influencer in Vietnam, engagement rate around 11%
8. Derek Lin: micro-influencer in Taiwan, engagement rate around 4%
9. Lvxingboss: influencer in China
10. Donato Shin: influencer in Korea, average video views around 47K

### About the publisher

**About Digital Business Lab**

Founded in 2013, Digital Business Lab is a social media-oriented digital marketing agency.

Fuelled by ongoing learning and a holistic approach to business, Digital Business Lab’s end-to-end social media solutions, coupled with a hub of digital expertise, inspire and engage audience to build long-term partnerships with the clients.

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