

# SMM PORTFOLIO

CS INTERNATIONAL



[aplustech-solutions.com](http://aplustech-solutions.com)

# Client: CS INTERNATIONAL

**TIMELINE:** Dec 2024 – Present

## **INDUSTRY:**

Marketing & Advertising

## **PROJECT TYPE:**

Brand Identity, Social Media Launch & Paid  
Performance Campaigns

## **PLATFORM(S):**

Instagram & Facebook

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# PROJECT OVERVIEW



CS International is a rising marketing agency aiming to establish a strong digital footprint and position itself as a performance-driven, client-focused brand. When they approached **Aplus Tech Solutions**, they were at ground zero, no digital presence, no clear visual identity, and no content strategy in place.

As a fellow agency, they understood the value of digital, but needed a partner who could execute fast, smart, and at scale.

# THE APPROACH

Brand Voice & Visual Identity Development

Social Page Setup & Optimization

Content Focused on Results, Services, and Client Wins

Paid Ad Strategy to Attract B2B Leads & Sales

Funnel Tracking and Budget Control

# PERFORMANCE HIGHLIGHTS


## METRICS

## RESULTS

Total Revenue Generated	➤➤➤	Rs400,000+ via paid campaigns
B2B Leads Captured	➤➤➤	Steady stream through ad funnels
Engagement Growth	➤➤➤	5x increase in post interaction
Content Publishing	➤➤➤	Weekly branded content & CTAs
Inquiries	➤➤➤	Major spike in service DMs

# CAMPAIGNS

New leads



[01/10/2025] Promoting Lead Form From GPT

Active • Lead Generation

20

On-Facebook Leads


PKR368.86

Cost per On-Facebook Lead

PKR7,377.18

Spent

1 recommendation



[01/10/2025] Promoting Website Lead Audience Fro...

Off • Leads

8


On-Facebook Leads

PKR289.21

Cost per On-Facebook Lead

PKR2,313.68

Spent



[12/30/2024] Promoting Lead Form From GPT

Off • Lead Generation

49


On-Facebook Leads

PKR223.42

Cost per On-Facebook Lead

PKR10,947.7

7 Spent



Website Lead Price Creative

Off • Lead Generation

31

On-Facebook Leads

PKR191.85

Cost per On-Facebook Lead

PKR5,947.35

Spent



[12/19/2024] Promoting CS Internationals Pvt LTD 's f...

Off • Lead Generation

2

On-Facebook Leads

PKR517.53


Cost per On-Facebook Lead

PKR1,035.05

Spent

# CAMPAIGNS

New leads



New Leads Campaign 26 feb

Off • Leads

287 •

Meta Leads

PKR170.37

Cost per Meta Lead

PKR48,896.68

Spent



[05/04/2025] Promoting Client Support International

Off • Page Likes

483


Follows or likes

PKR7.93

Cost per Follow or like

PKR3,832.17

Spent



New Leads Campaign

Off • Leads

170

Meta Leads

PKR136.08

Cost per Meta Lead

PKR23,133.71

Spent



Cs Campaign 5) 17 MAY

Not delivering • Leads

42 •

Meta Leads

PKR201.86

Cost per Meta Lead

PKR8,478.30

Spent



Paused • Apr 22 [Edit](#) [View results](#)

Sales Campaign™ by MS > 3 ad sets > 3 ads

	<b>Sales</b> ID: 120222642222890662	<b>179</b> Views	<b>2,193</b> Reach	<b>68</b> Messaging conversations started	<b>Rs1,118.62</b> Amount spent
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- The campaign drove **68 messaging** conversations with only **179 views**, showing strong engagement.
- Generated leads through cost-effective approach.
- Reach was high (**2,193 people**) compared to views, suggesting broad visibility.

# ADS RESULTS

- ▶ The active campaign (Feb 28) outperformed the completed one in all metrics (2x more views/reach and ~1.7x more leads).
- ▶ Higher spend (Rs46.7K vs. Rs23.1K) correlated with significantly better results.

### Recent Ads

● Active • Feb 28

EditView results

Ads Manager • New Leads Campaign 26 feb > 3 ad sets > 3 ads

Leads

ID: 120217749140650714

111.8K

Views

66,732

Reach

286

On-Facebook Leads

Rs46,700.15

Amount spent

● Completed • Feb 9

EditView results

Ads Manager • New Leads Campaign > 4 ad sets > 4 ads

Leads

ID: 120216024700750714

58,121

Views

33,776

Reach

170

On-Facebook Leads

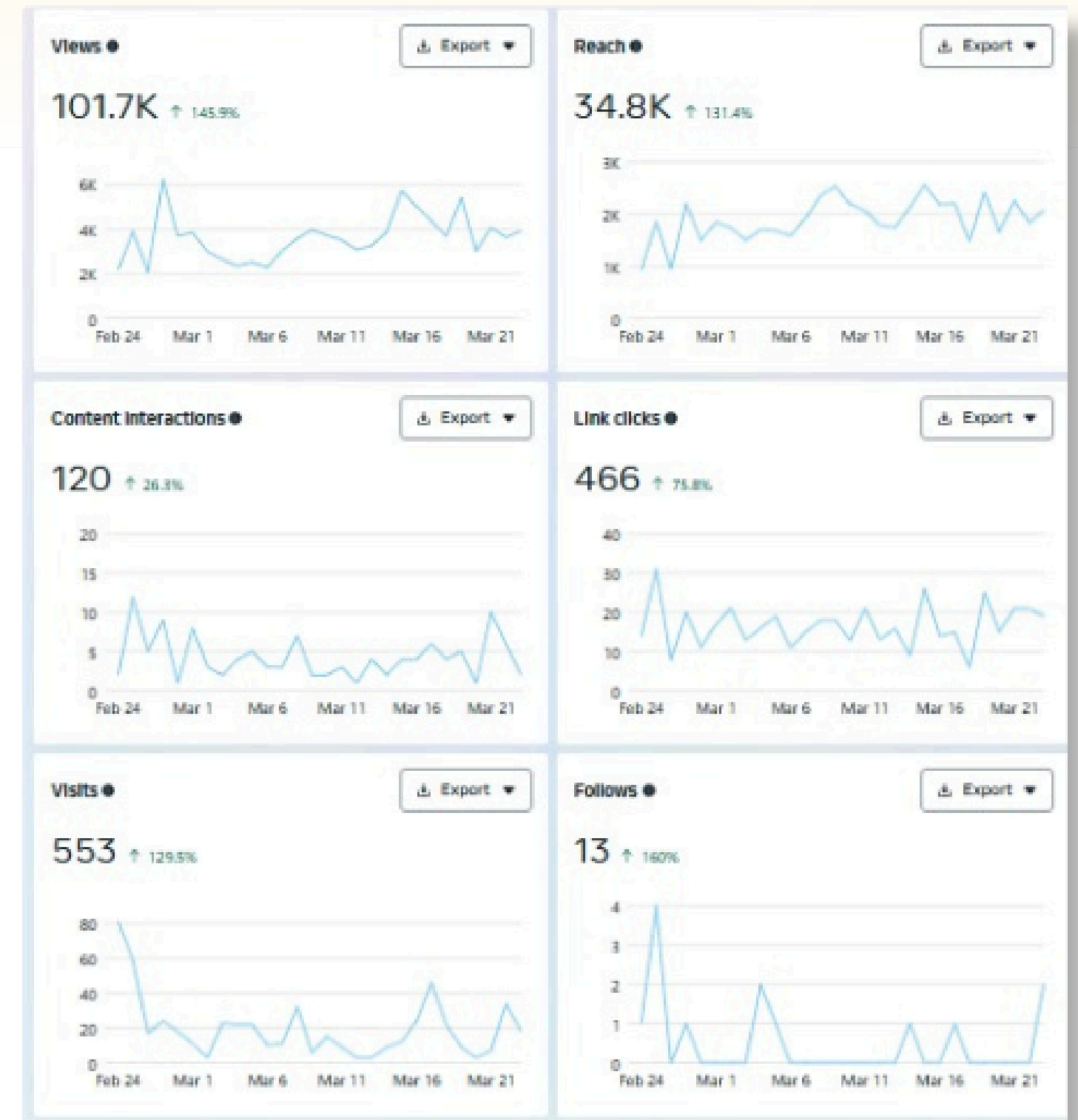
Rs23,133.71

Amount spent

Advertise

# PERFORMANCE ANALYTICS

- ▶ Views increased significantly by 145.9% to 101.7K
- ▶ Content interactions grew by 28.3% (120 total)
- ▶ Visits saw strong growth of 123.5% (553 total)
- ▶ Link clicks performed well with a 78.8% increase (466 total)
- ▶ Followers doubled (100% increase), though from a small base (13 total)





# OUR CONTACTS



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## Social networks

