

SMM PORTFOLIO

CS INTERNATIONAL



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** 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

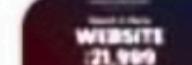
CAMPAIGNS

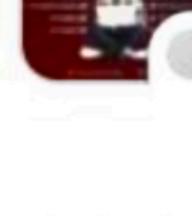
 **New leads** :

 **New Leads Campaign 26 feb**

Off • Leads

287 • Meta Leads	PKR170.37 Cost per Meta Lead	PKR48,896. 68 Spent
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 **[05/04/2025] Promoting** :

 **Client Support International**

Off • Page Likes

483 Follows or likes	PKR7.93 Cost per Follow or like	PKR3,832.1 7 Spent
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 **New Leads Campaign** :

 Off • Leads

170 Meta Leads	PKR136.08 Cost per Meta Lead	PKR23,133. 71 Spent
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 **Cs Campaign 5) 17 MAY** :

 **Not delivering • Leads**

42 • Meta Leads	PKR201.86 Cost per Meta Lead	PKR8,478.3 0 Spent
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Paused * Apr 22

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

 Sales ID: 120222642222890662	179 Views	2,193 Reach	68 Messaging conversations started	Rs1,118.62 Amount spent
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Edit **View results**

- 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 Edit View results

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

Leads
ID: 120217749140650714



111.8K	66,732	286	Rs46,700.15
Views	Reach	On-Facebook Leads	Amount spent

● Completed • Feb 9 Edit View results

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

Leads
ID: 120216024700750714

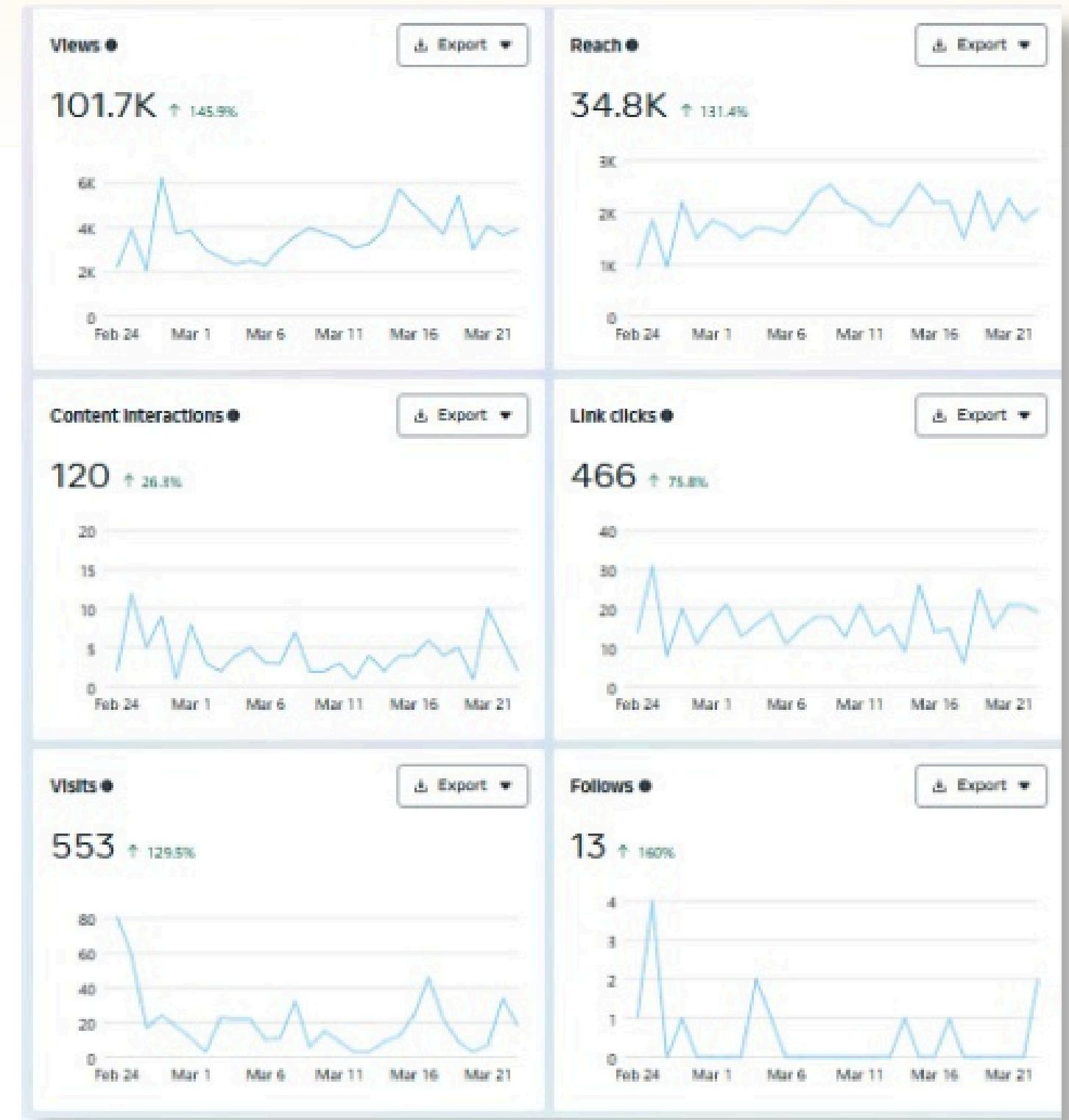


58,121	33,776	170	Rs23,133.71
Views	Reach	On-Facebook Leads	Amount spent

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)





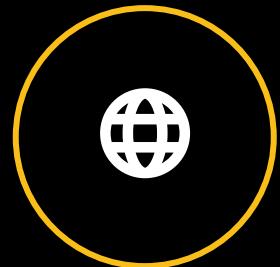
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