

SMM PORTFOLIO

MYCREACRAFT



CreaCraft



aplustech-solutions.com

Client: MYCREACRAFT



Mycracraft.com

INDUSTRY:

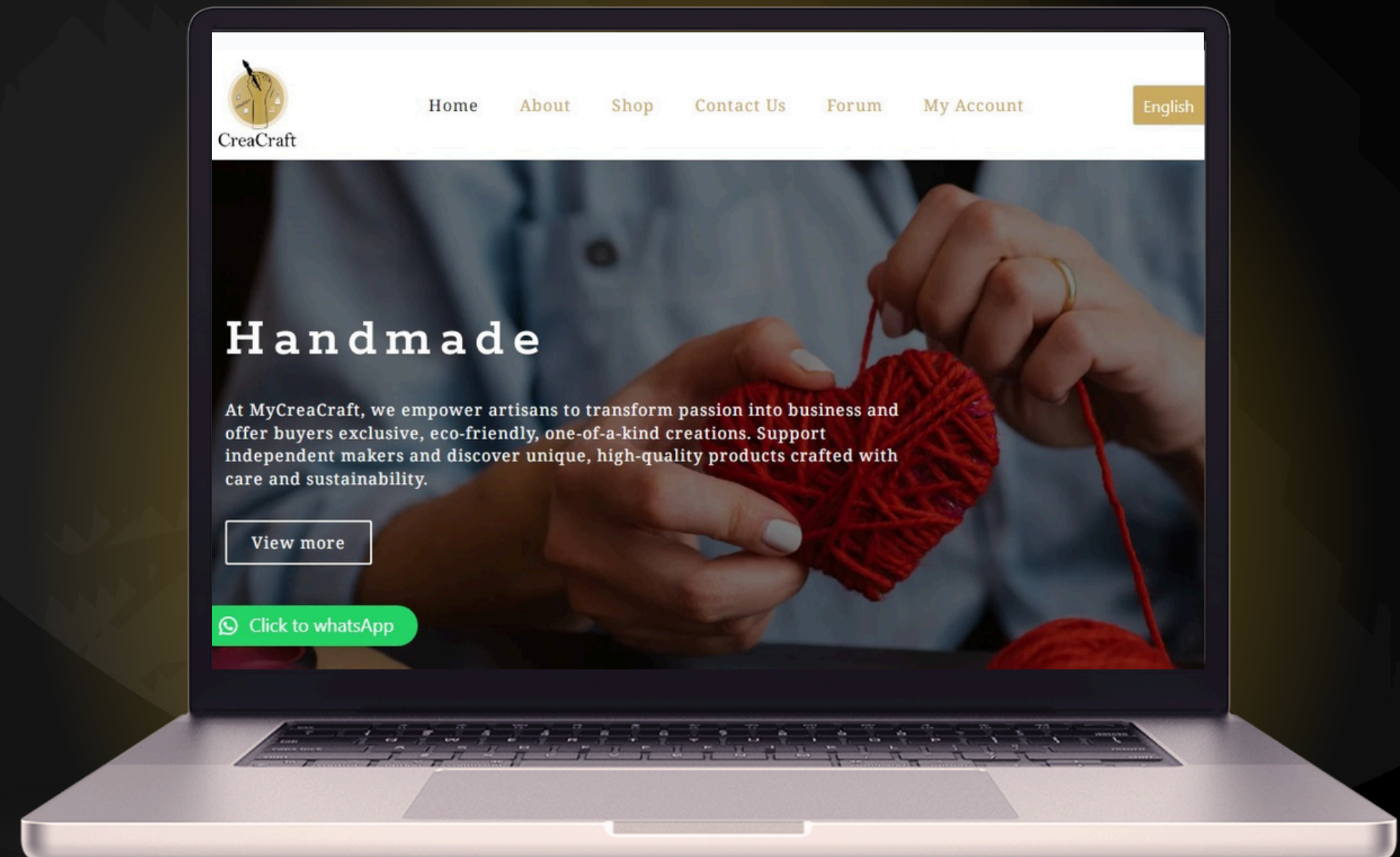
Handmade & Artisan Marketplace

PROJECT TYPE:

Full Website Development + Social Media
Launch & Management

PLATFORM(S):

Instagram & Facebook



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PROJECT OVERVIEW



MyCreaCraft is a Swiss marketplace offering curated handmade products that reflect local craftsmanship, sustainability, and Swiss culture.

The brand approached **Aplus Tech Solutions** to build their digital presence from scratch. Their challenges included the absence of an online store, no brand visibility, and limited reach to buyers and artisans.

We delivered a complete digital solution, developing their e-commerce website and launching their social media channels.

BEFORE & AFTER SNAPSHOT

BEFORE APLUS

AFTER APLUS

Digital Presence

No website, no social media

Full website + active Instagram & Facebook

Brand Identity

Undefined look and voice

Created visual identity and content direction

Reach & Engagement

No followers, no online visibility

5,000+ organic views within first month

Content Strategy

No marketing assets or content plan

Branded posts, Reels, content calendar, hashtags

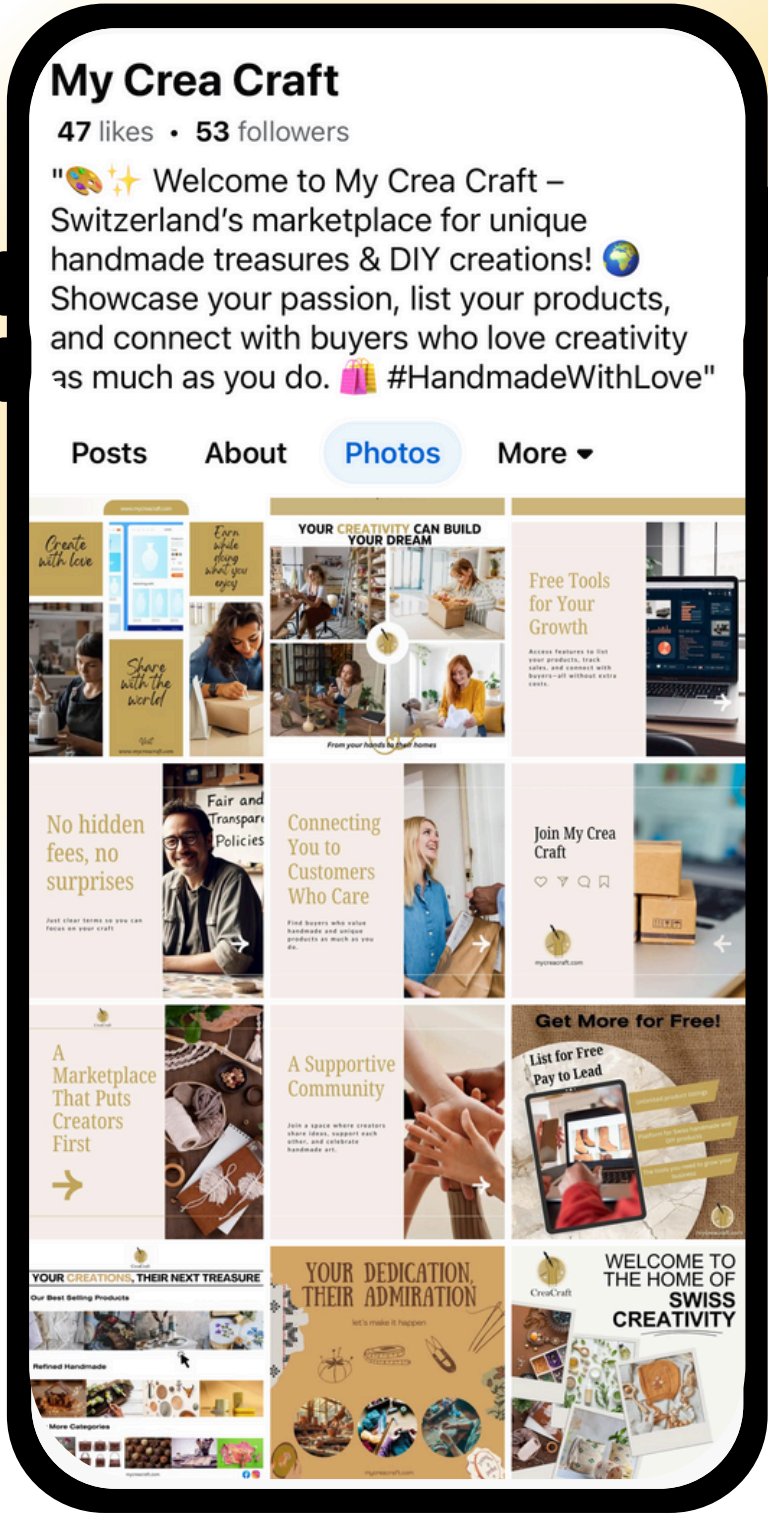
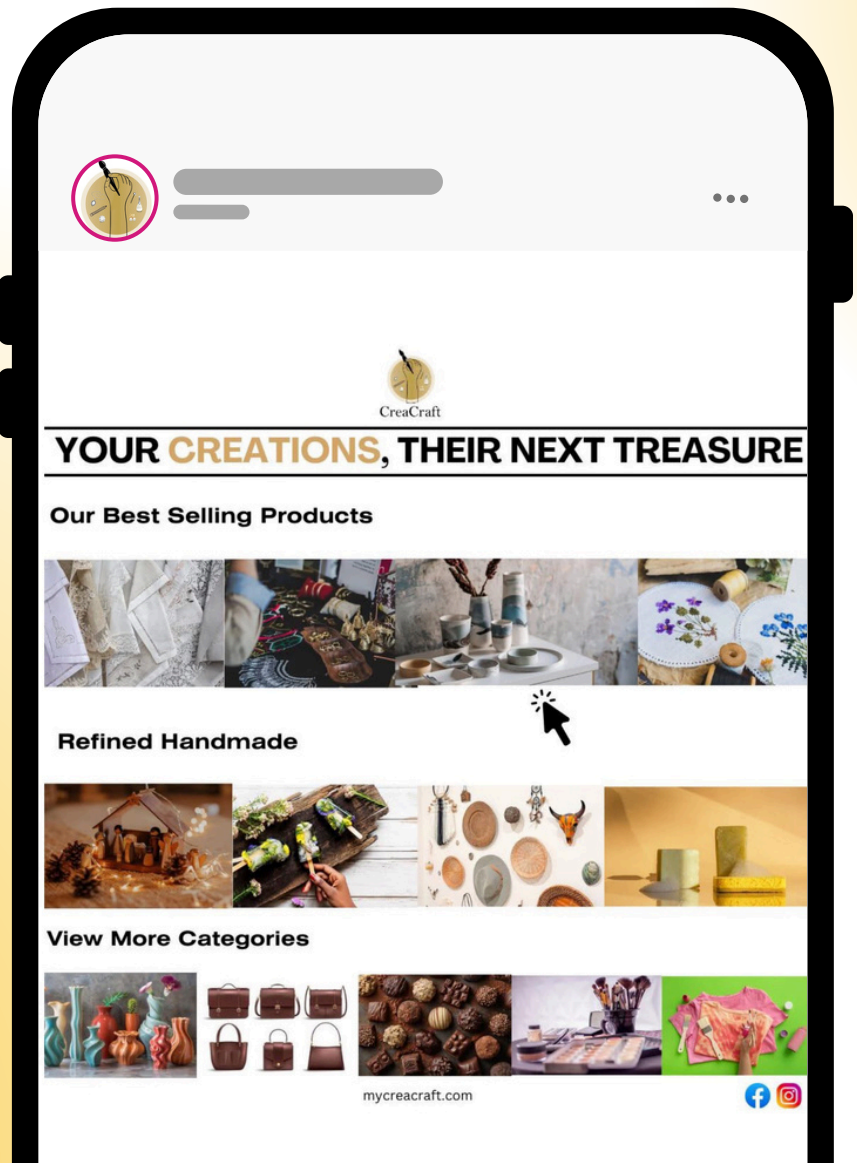
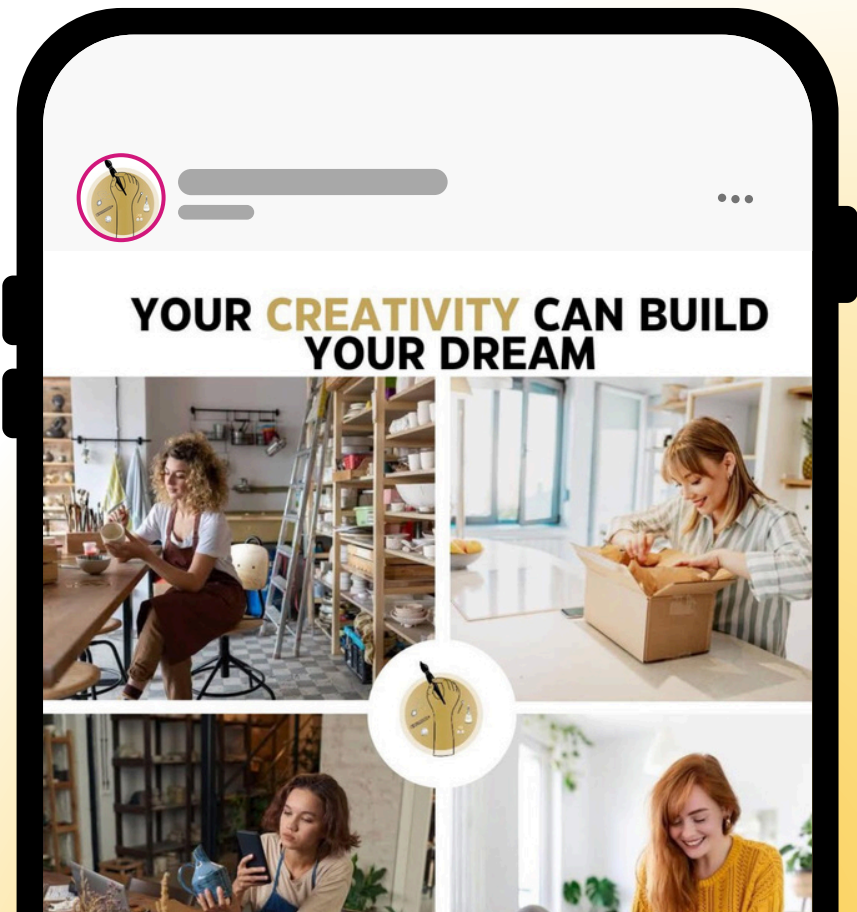
Community

No followers or artisan interaction

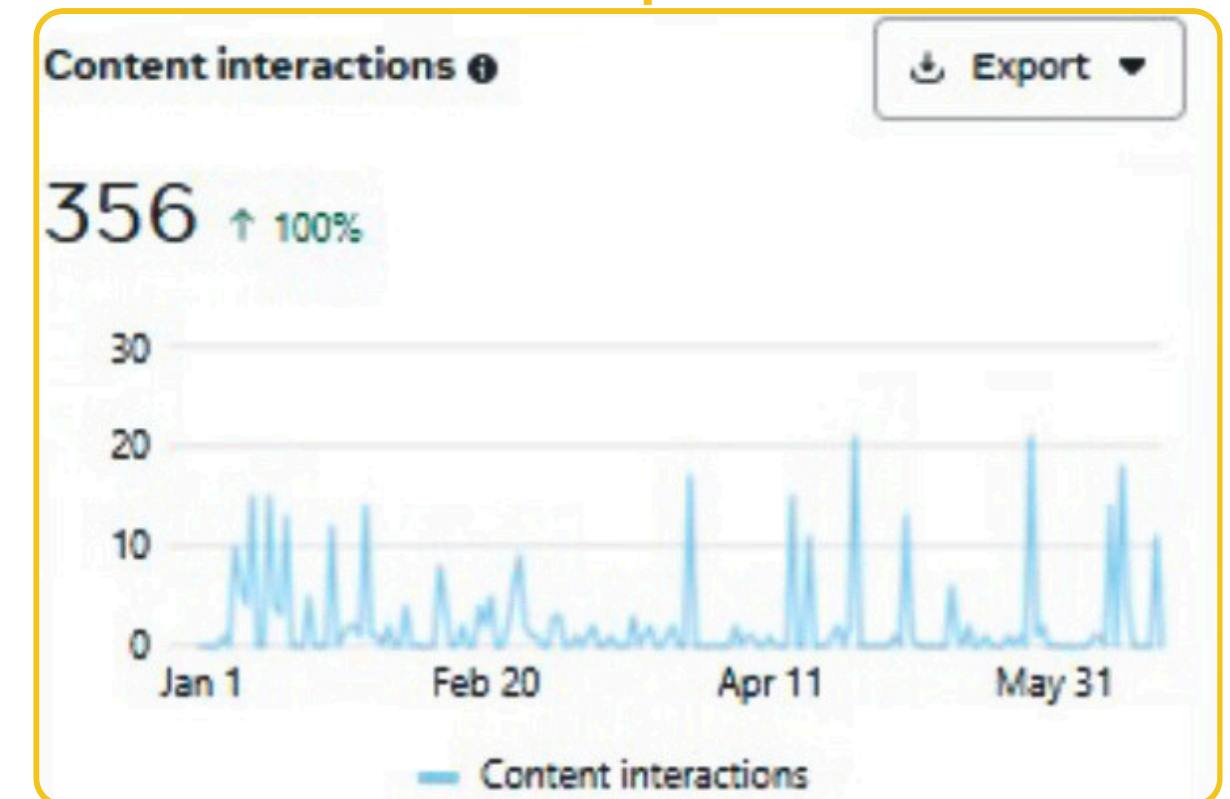
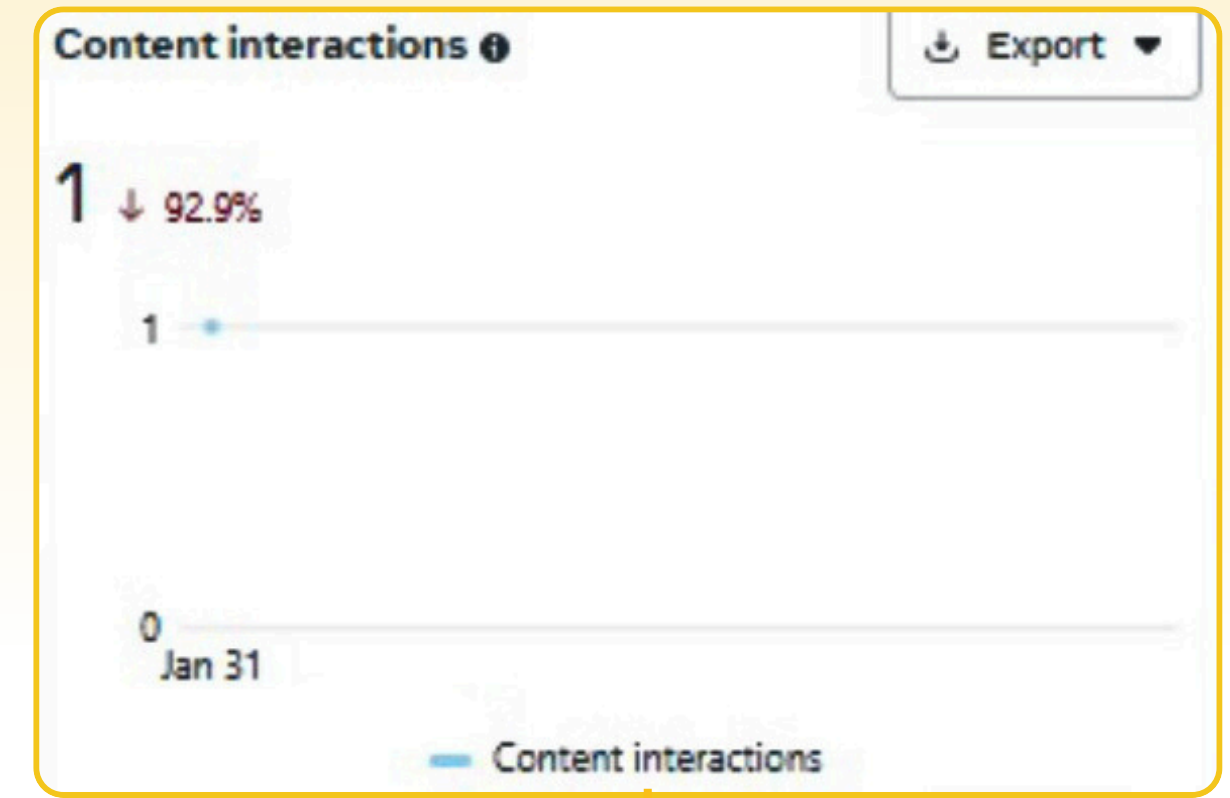
Growing base of buyers and craft lovers

We helped MyCreaCraft build their brand from scratch by designing their **website**, setting up their **Instagram and Facebook** pages, and creating content that highlights handmade products and local Swiss artisans.

From **product posts to behind-the-scenes stories**, everything we shared focused on their goal of supporting sustainable, high-quality craftsmanship.



SOCIAL MEDIA ANALYTICS



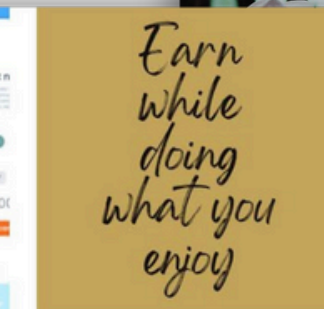
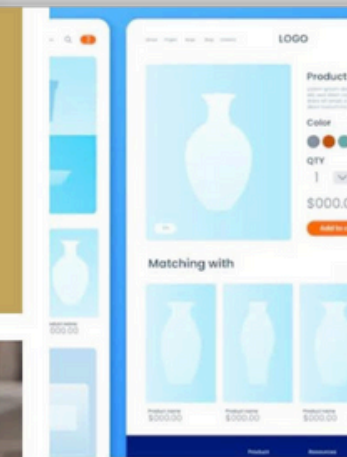
BEFORE & AFTER

SOCIAL MEDIA ANALYTICS

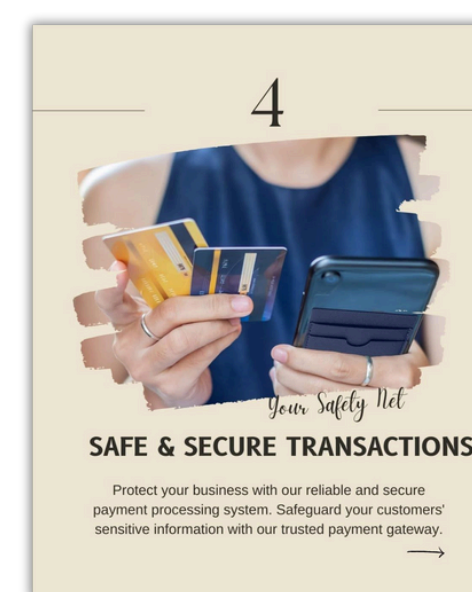
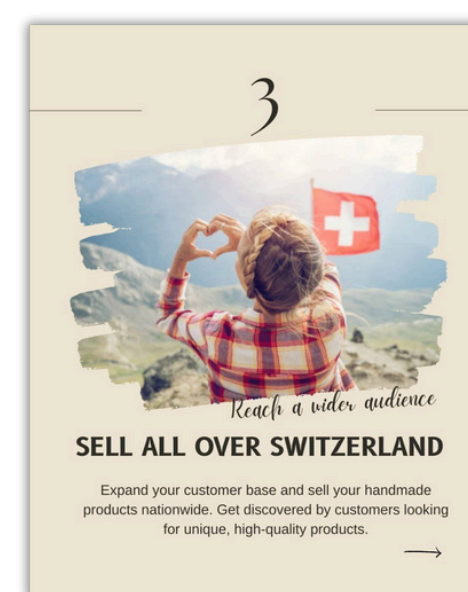
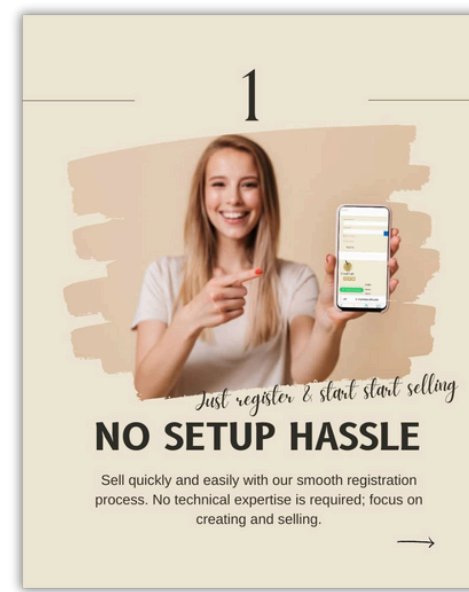
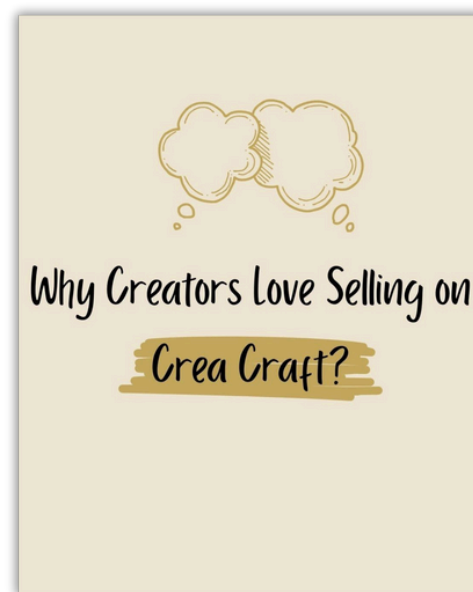


BEFORE & AFTER

VISUAL CONTENT EXAMPLES



CAROUSELS VISUAL DESIGNS





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