

# SMM PORTFOLIO

MYCREEACRAFT



CreaCraft

A<sup>+</sup>

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

# Client: MYCREACRAFT



Mycraft.com

## INDUSTRY:

Handmade & Artisan Marketplace

## PROJECT TYPE:

Full Website Development + Social Media  
Launch & Management

## PLATFORM(S):

Instagram & Facebook



Home    About    Shop    Contact Us    Forum    My Account

English

## Handmade

At MyCreaCraft, we empower artisans to transform passion into business and offer buyers exclusive, eco-friendly, one-of-a-kind creations. Support independent makers and discover unique, high-quality products crafted with care and sustainability.

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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

*Digital Presence*

No website, no social media

*Brand Identity*

Undefined look and voice

*Reach & Engagement*

No followers, no online visibility

*Content Strategy*

No marketing assets or content plan

*Community*

No followers or artisan interaction

## AFTER APLUS

Full website + active Instagram & Facebook

Created visual identity and content direction

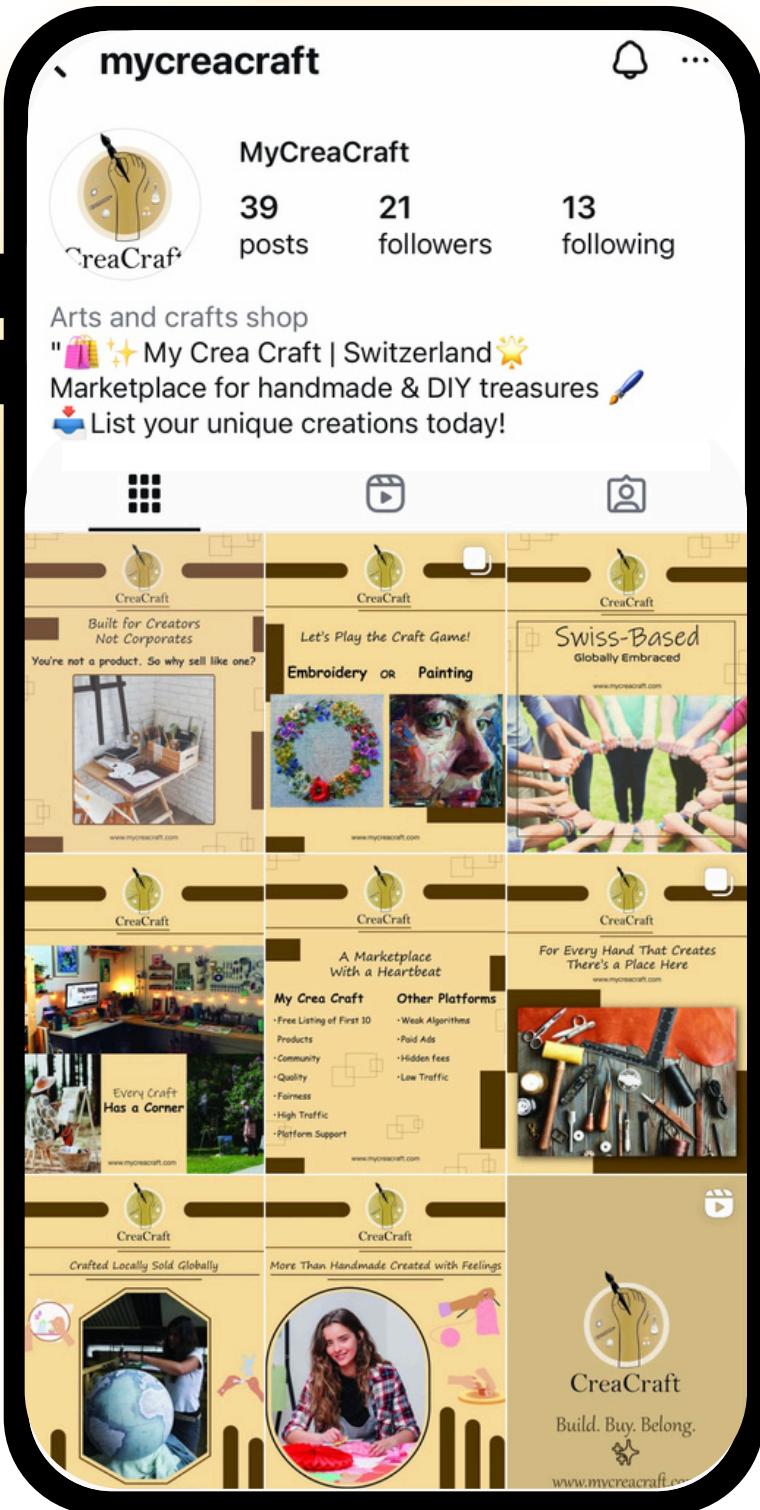
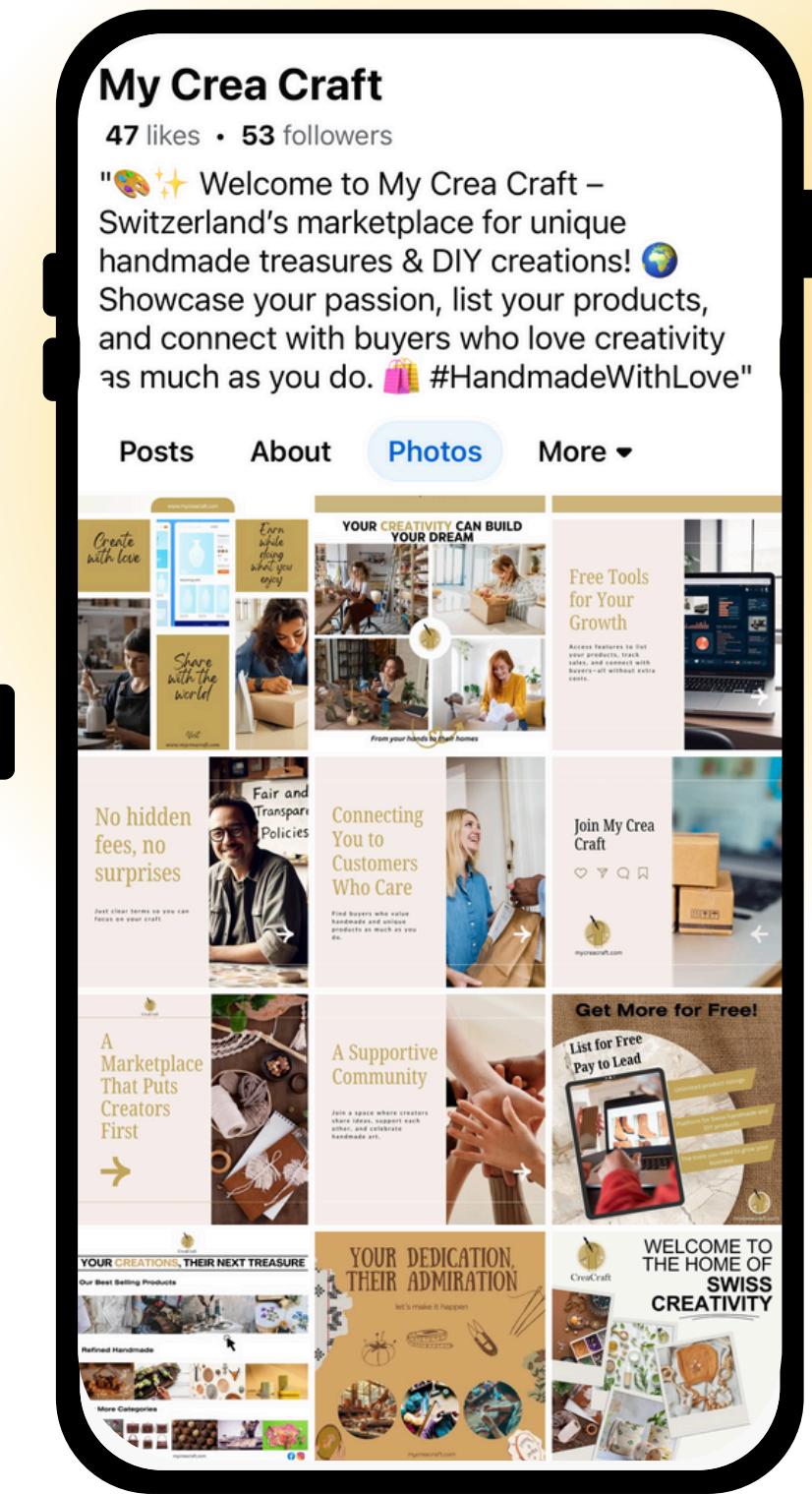
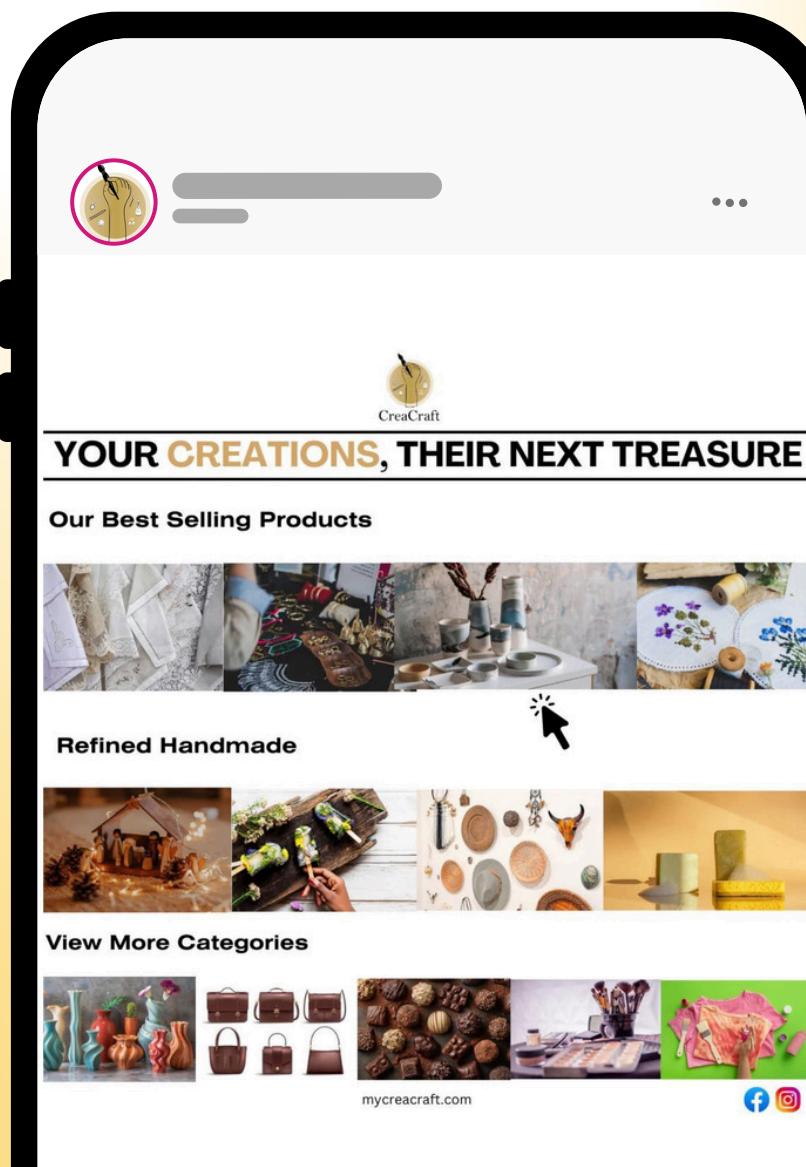
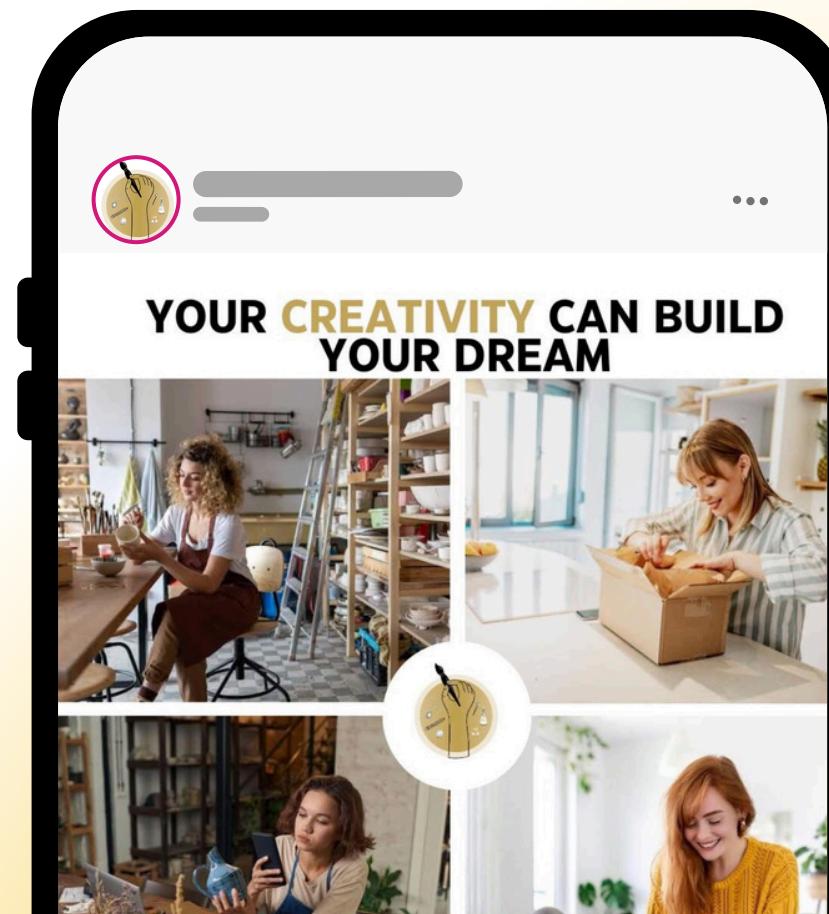
5,000+ organic views within first month

Branded posts, Reels, content calendar, hashtags

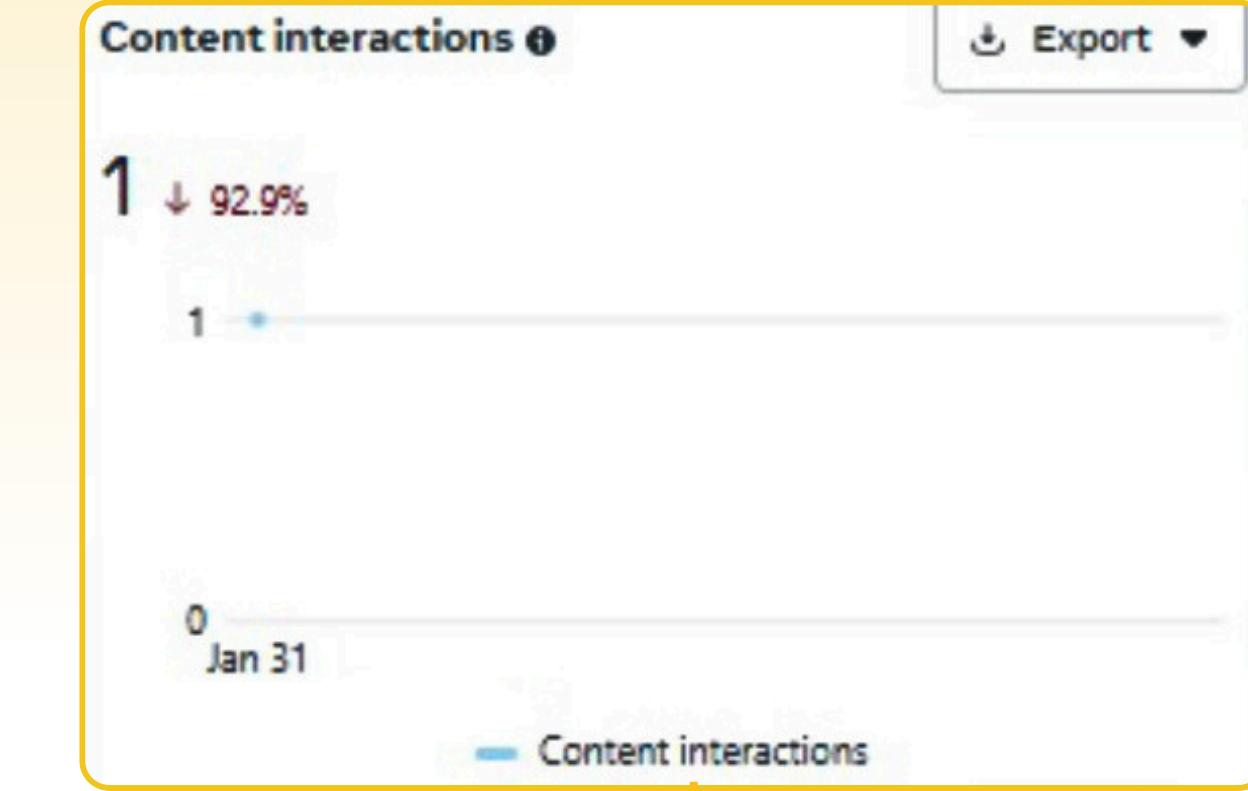
Growing base of buyers and craft lovers

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.

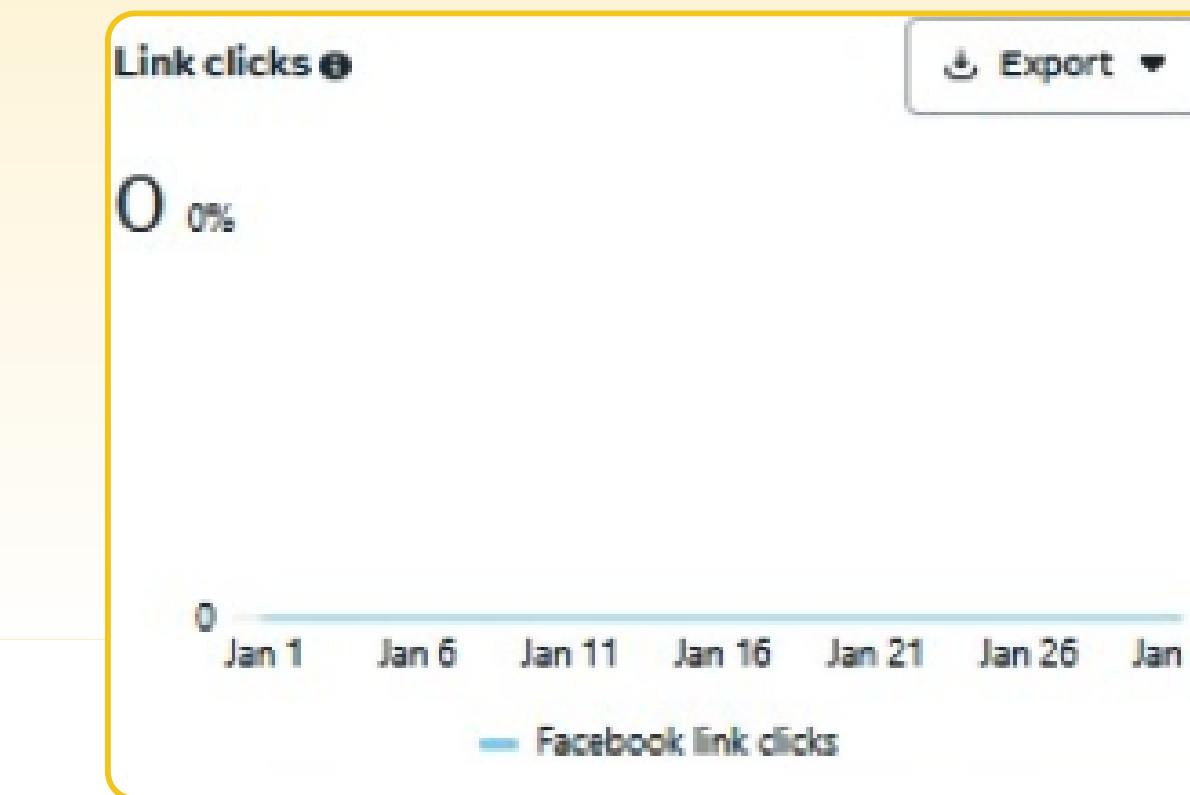
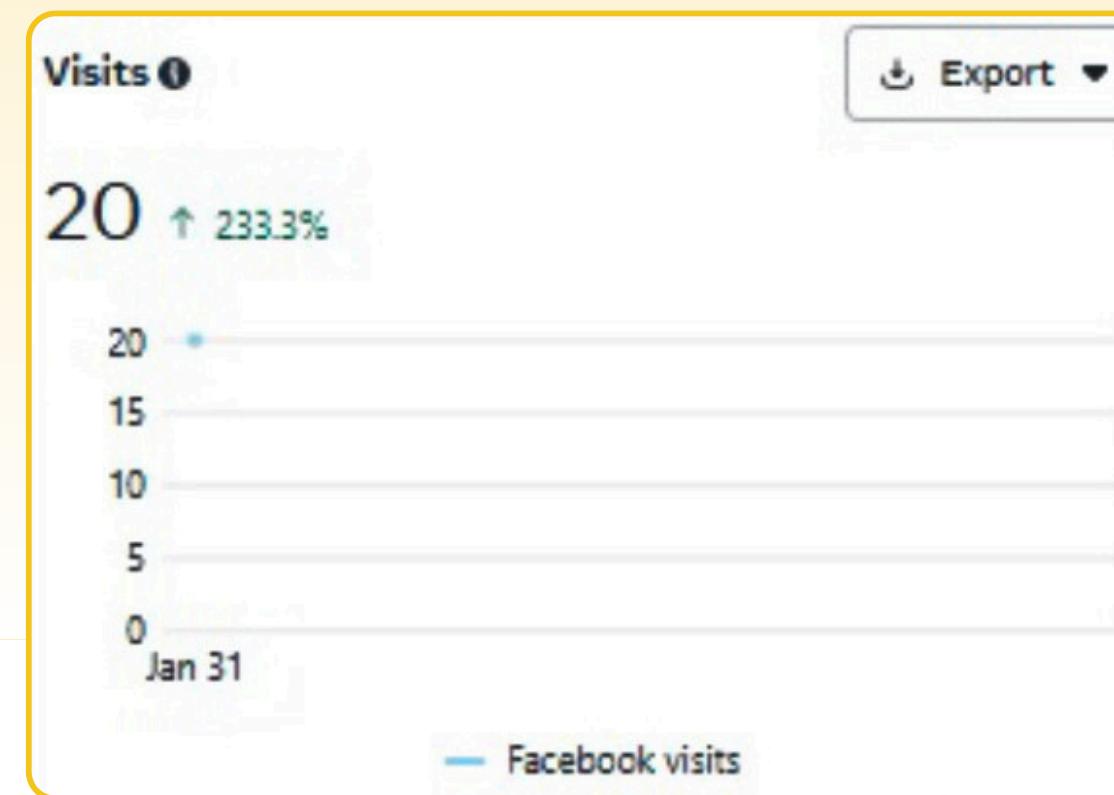


# SOCIAL MEDIA ANALYTICS



BEFORE & AFTER

# SOCIAL MEDIA ANALYTICS



BEFORE & AFTER

# VISUAL CONTENT EXAMPLES



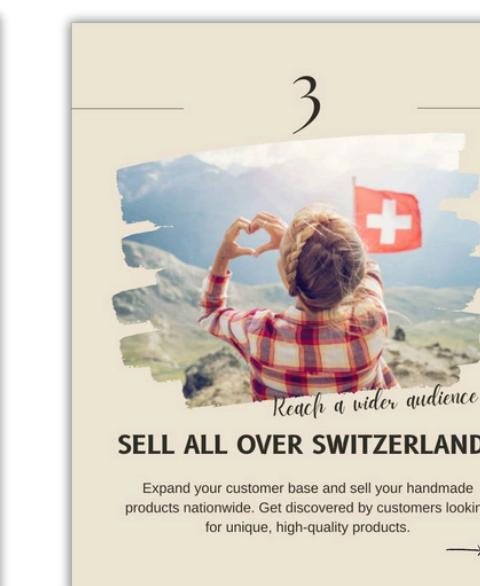
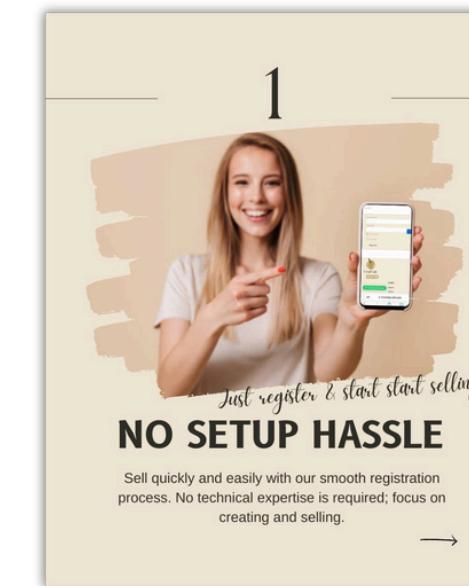
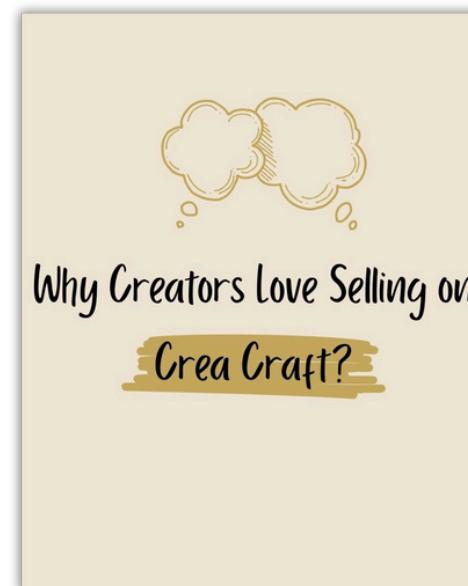
**CreaCraft**  
JOIN THE COMMUNITY  
Where Creators & Buyers Connect  
[www.mycreacraft.com](http://www.mycreacraft.com)



*Create with love*  
  
*Share with the world*  
  
*Earn while doing what you enjoy*  
[www.mycreacraft.com](http://www.mycreacraft.com)



# CAROUSELS VISUAL DESIGNS





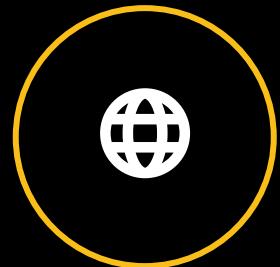
# OUR CONTACTS

**Phone number**

+92 328 0841731

**Email**

info@aplustech-solutions.com

**Website**

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

**Social networks**