

SMM PORTFOLIO

MEGA MARKETING



aplustech-solutions.com

Client: MEGA MARKETING

TIMELINE: Jan 2025 – Feb 2025

INDUSTRY:

Real Estate & Property Marketing

PROJECT TYPE:

Social Media Management + Lead
Generation + Brand Growth

PLATFORM(S):

Instagram & Facebook

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PROJECT OVERVIEW



Mega Marketing, a real estate agency entering the digital space, became the first client closed by our partner agency **CS International**, through a lead generated by **Aplus Tech Solutions**' paid campaign. This project served as a direct extension of our performance impact, proving that great marketing drives your client's clients.

Mega Marketing had minimal digital presence, a follower base of under 100, and no structured content or lead strategy in place. Our goal was to establish them as a trusted real estate player on social media and drive qualified property inquiries.

STRATEGIC EXECUTION

- 01** Developed visual branding and real estate post themes.
- 02** Optimized page bios, CTAs, and contact channels.
- 03** Designed weekly property highlights and content.
- 04** Ran hyper-local lead generation ads, integrated Messenger/WhatsApp, and delivered leads to the sales team.



MEASURABLE RESULTS



- From 80 → 800+ followers



- Regular messages & interest via DMs



- 70+ Verified Leads for Property Inquiries



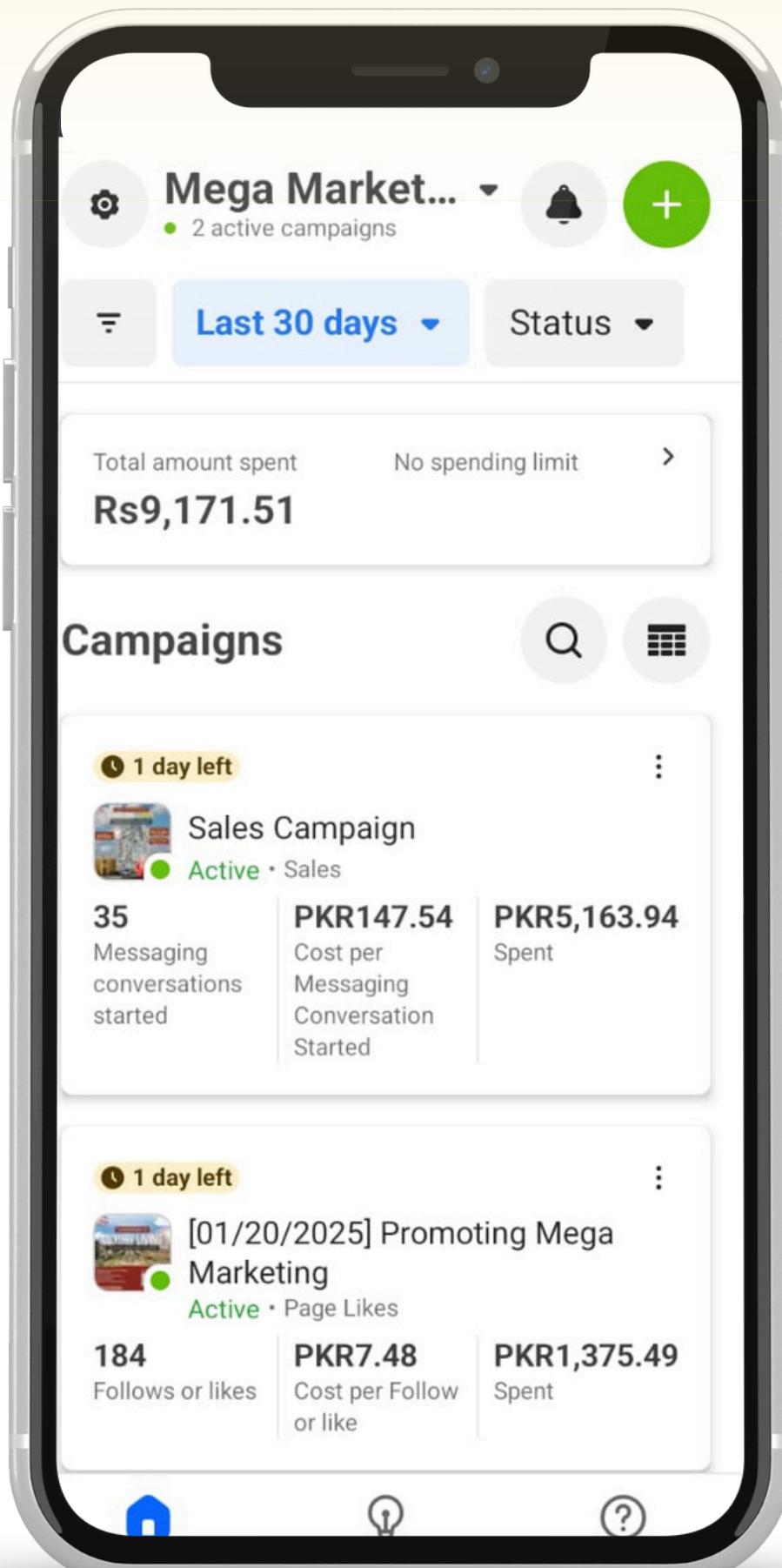
- 10x increase & Closed several local real estate deals

CAMPAIN PERFORMANCE

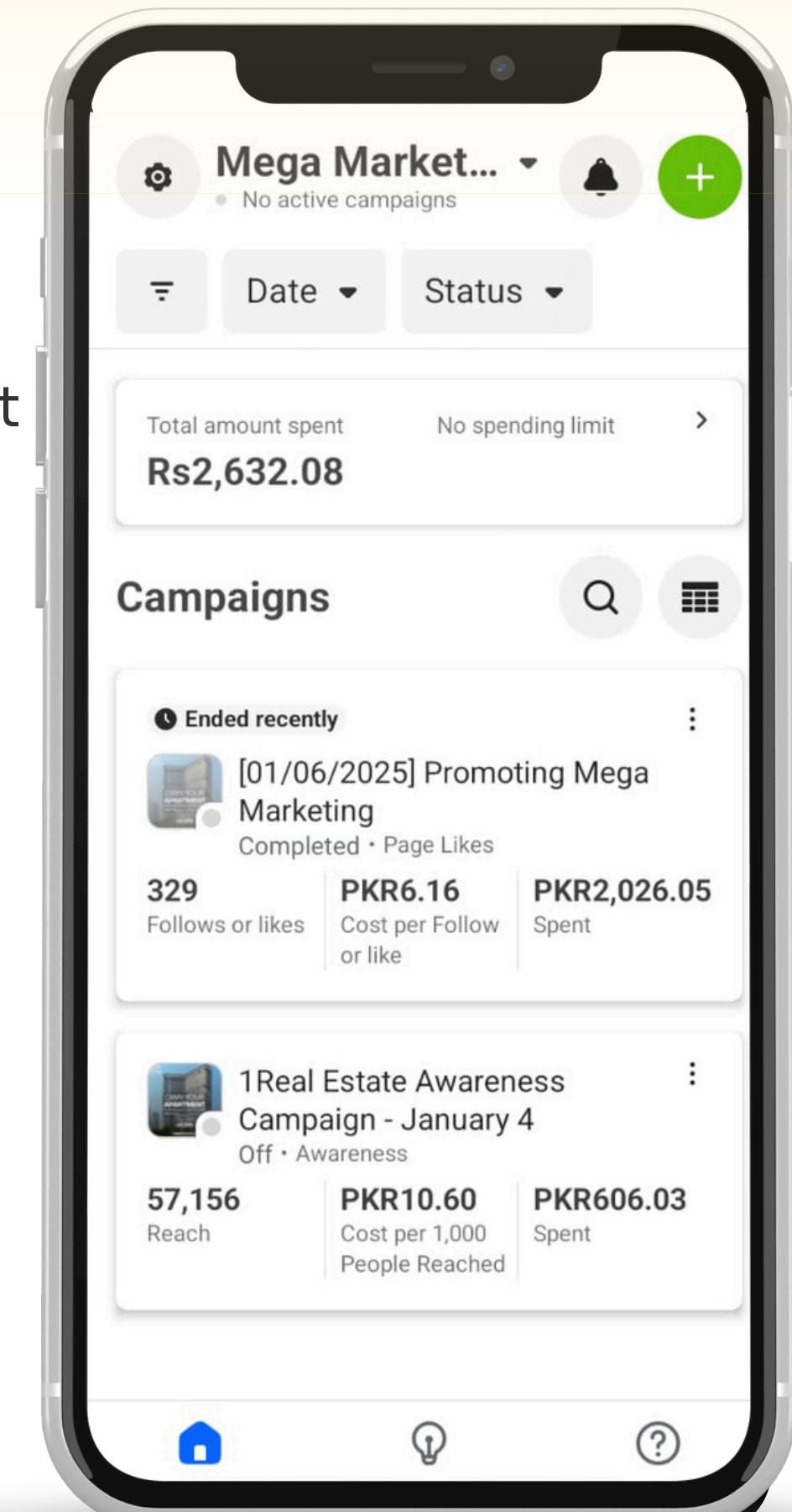
- ◆ Achieved 18,000 content views, demonstrating high audience interest.
- ◆ Expanded reach to 4,600 individuals, representing a 44% increase.
- ◆ Generated 415 meaningful engagements with our content.
- ◆ Grew our follower base by 713 new members.
- ◆ Doubled our link click performance.



CAMPAIGN RESULTS



- Page Like campaigns performed efficiently, gaining followers for just PKR6-7.5 each
- Awareness campaigns showed excellent reach, exposing 57,000+ people to the brand at low cost
- Recent campaign spending increased significantly, showing growing investment
- While Sales campaigns had higher CPAs, they generated qualified messaging leads.
- Different campaign types worked well together - some built awareness while others generated leads





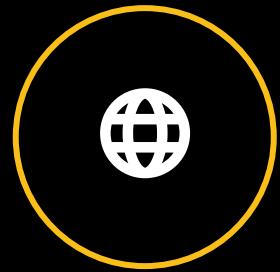
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