

amber

Student name : Amber Naz

Assignment 1 Review

Assignment link

<https://docs.google.com/document/d/1Yef9AWU3QjN-KCoVKMla3RqUfGHJ3ayT--OPjX3lGtM/edit?usp=sharing>

What's good

1. Apna brand aur business type clearly samjha hai
2. Target audience sahi identify ki hai
3. Post analysis aur problem solution insight kaafi strong hai
4. Low engagement ki wajah logically explain ki hai, apne clearly explain kiya hai ke post ya page par kam likes/views kyun aa rahe hain, aur saath me iska reason bhi bataya hai.

What needs improvement

1. Content pillars ko thora aur detail mein explain karo
2. CTA ke clear examples add karo

Overall

Assignment achi hai 👍, Bas thori depth aur clarity add kar do, to kaafi professional aur strong ho jayegi.

Assignment 2 & 3. Already the Shayan Bhai review is done.

Assignment 4.

<https://docs.google.com/document/d/1BfMpRxfZG-66jZxqvGV6A2PsNJn0ZjSZJ7ZmZO4CLk4/edit?usp=sharing>

Review :

Hooks aur captions relatable aur attention grabbing hain.

Value clear hai aur CTA strong hai.

Assignment 5,6,7,8

Missing

komal

Assignment 1 & 2 already checked by shayan

Assignment doc file link

[SMM assignment - Google Docs](#)

Assignment 3 review

Content pillars clearly defined hain aur ideas restaurant niche ke liye relevant aur practical hain.

Educational, engagement aur sales content ka purpose achi tarah explain kiya gaya hai.

Overall assignment strong hai.

Assignment 4

Hooks relevant aur clear hain, pain aur desire audience se properly connect kar rahe hain.

Caption structure strong hai with clear value points aur CTA conversion focused hai.

Overall assignment acha hai

Assignment 5

Overall assignment strong hai . apki visual observation aur design understanding clearly show hoti hai.

Assignment 6

brand voice clearly defined hai, captions tone ke sath perfectly match kar rahe hain, aur visual branding well throughout aur consistent lag rahi hai.

Neha bashar

Assignment 2

Assignment link

<https://docs.google.com/document/d/1XijZ2s-mwsKVZZp0eeIKNR8JYKWB1IYHCcbKBqp86I/edit?usp=drivesdk>

Review

Audience understanding strong hai . pain points or aspirations clearly explained hain, especially minimalist or practical bag preference.

Buyer psychology aur psychological trigger achi tarah identify kiya gaya hai, jo brand positioning se match karta hai.

Sara Abdul basit

All assignment link

<https://docs.google.com/document/d/1GYVbYAz6zBW2LcXXsoWGrZe3VFvRPY4au5Rsq2IYDM/edit?usp=drivesdk>

Assignment 1

Social Media Management Basics

Business aur audience theek identify kiya, aur SMM ki jo definition di hai wo bohot practical hai ,sales aur leads pe focus achhi baat hai.

Content pillar mein "deals & offers" ki jagah zyada detail do jaise "urgency driven promotional offers". Aur post analysis mein sirf hook/CTA nahi , Caption strategy aur visual appeal bhi explain karo.

Assignment 2

Audience Analysis

Target audience, pain point aur aspiration sab sahi pakri hain. Aspiration ko psychological trigger choose karna smart tha , gym audience wakai transformation dekhna chahti hai.

Content idea incomplete reh gaya ,sirf post share karna kaafi nahi. Batao *kyu* 30 day challenge kaam karega aur *kaise* consistency problem solve hogi. Apna bhi koi original idea suggest kar sakti thi.

Assignment 3 Content Pillars

Sab pillars ekdum on point hain ,educational se sales tak sab clear aur practical ideas diye. Content types bhi smart choose kiye.

Bas ek chhoti si baat Educational wala thoda aur specific kar sakti thi, jaise "office ke liye quick hijab styles" ya "garmi mein comfortable hijab tips". Baqi toh perfect hai.

Assignment 4

Hooks bohot strong hain (especially "Your phone isn't slow... your charger is"), caption structure clean aur professional, CTAs bhi relatable aur actionable. Sab kuch on point hai!

Assignment 5

Bad posters mein tumne sahi issues identify kiye ,weak hierarchy, crowded design, contrast problems sab spot on. Good posters mein bhi reasoning clear hai , hierarchy, contrast aur spacing sab cover kiya.

Assignment 6

Brand voice Professional aur reasoning bilkul sahi, captions mein confidence aur strategy clear dikh rahi hai. Visual branding bhi top notch ,navy blue + beige combo sophisticated hai, clean fonts + minimal look exactly SMM brand ke liye perfect.

Assignment 7

Username future proof hai, bio honest aur clear , highlights structure professional. Profile picture strategy bhi sahi ,personal brand trust banata hai. Bas link optimization mein key buttons list nahi kiye (Services, WhatsApp, Portfolio mention karna tha).

Assignment 8

Platform strategy crystal clear ,Instagram reels for sales, Facebook polls/community for trust, LinkedIn storytelling for authority. Comparison answer ekdum perfect: "audience behaves differently on every platform". Bas Instagram story idea thoda generic hai (limited stock alerts ko diversify karo - styling tips, polls, BTS)

Aqib Hussain

Assignment link

<https://docs.google.com/document/d/1phqFuJKWnLSXu8PH3FagK5n5W3uCjrOss5glH2eRW4w/edit?usp=sharing>

Tab 1 assignment

Questions 1, 2, 3, 4 All good

Question 5: Your definition is too wordy and unclear.

Simpler version: "Creating and managing strategic content and engagement on social media platforms to help businesses achieve their goals."

Just clean up Question 5 and you're done.

Tab 2 assignment

Age, pain point, aspiration, trigger all good

Thumbnail says "1 trick" but your content shows a journey/transformation, not a trick they don't match

Make thumbnail match the actual content strategy

Tab 3 assignment

All 4 content types covered with strong hooks and CTAs

Niche specific, outcome focused, and conversion driven

Excellent work. Nothing to fix.

Tab 4 assignment

Hooks: Strong, clear, outcome focused all 3 patterns work well

Caption structure: Clean, simple, delivers value without fluff

CTAs: Both engagement and action CTAs are clear and conversion ready, solid work overall

Tab 5 assignment

Kanwal raza

Assignment link

<https://docs.google.com/document/d/1GBuJtRrnKYWfUCCY3QdqjUszyiVLLXjdIGQoiYNzHAK/edit?usp=drivesdk>

Review

Identifying the business type, audience, and influencer marketing focus. The hook/CTA analysis is accurate. However, expand your SMM definition to include strategy, analytics, and community management ,not just posting and engagement.

Assignment link

https://docs.google.com/document/d/1FsYU6UvA49eukgPdBmYZQWpC7MuVHmE1u7GWIm_R26k/edit?usp=drivesdk

Review

You correctly spotted design problems (stretched fonts, too many colors, poor alignment) and strengths (hierarchy, clean layouts). This shows good foundational understanding for a beginner, keep practicing visual analysis.

Assignment link

<https://docs.google.com/document/d/161jENcRVN0X3nBwFuV6YN1IRU2iJJgS7qXrV-Xhpyno/edit?usp=drivesdk>

Review

Smart content choices for each platform, you understand what works where (Reels on Insta, groups on Facebook, case studies on LinkedIn).