



Hi! I am

Zahra Jani

Creator of @beingmom_andbeyond!

My journey with the page began in the year 2019. This page is about motherhood, modern parenting, and my passion for fitness and fashion. I am proud that I have active and organic followers who form a large part of the success behind Being Mom And Beyond family.

It is the goal of Being Mom And Beyond to present brands authentically, and so ads and sponsored content are strategically placed for maximum engagement.

www.mom-andbeyond.com

About Us

They say life happens to us, and so, motherhood happened to me. I am now a full time mother to my 4 year old daughter Alizah Jani. Although I have embraced this occupation and title in it's entirety, my creative side kept nagging me to do something different and to do something more. Hence, I casually started tinkering with my daughters Instagram account @alizah_jani.

That is when I found my true calling of blogging. That said, I am a full time stay at home mom. I feel that all women are mothers in their essence. This defines our identity and is our intrinsic nature. However, there is so much more to being a mom than giving birth and raising a child. It involves our unique traits, talents and tendencies and is something that truly nurtures our own growth and development along the way.

We have so many experiences to share with each other, each unique in its own way but still tied to the common thread of motherhood. Each experience makes us stronger, richer and uplifted. Hence the name

Being Mom & Beyond



(Click To Open)



Social Stats



Motherhood



Fitness



Entertainment



Lifestyle

Followers

38K+

As on September, 28th 2021

Average Weekly
Impressions

8L+

As on September, 28th 2021

Average Post
Impressions

8k+

As on September, 28th 2021

Average Comments

190

As on September, 28th 2021



Recent Highlights

You reached **+4,586%** more accounts
compared to Aug 30 - Sep 12

Viral Content



Plays - 4,677,697
Likes - 75,739
Comments - 406
Saves - 5,259
Share - 23,790



Plays - 753,996
Likes - 19,819
Comments - 178
Saves - 5,341



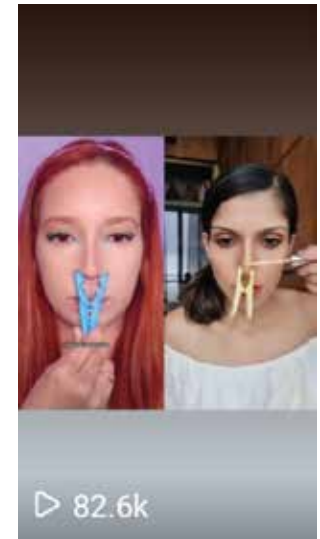
Plays - 233,554
Likes - 11,995
Comments - 107
Saves - 1,436



Plays - 198,927
Likes - 5,230
Comments - 265
Saves - 331



Plays - 99,736
Likes - 2,013
Comments - 279
Saves - 157
Shares - 1,000



Plays - 82,690
Likes - 1,991
Comments - 259
Saves - 417
Shares - 533



Plays - 20,688
Likes - 1223
Comments - 278
Save - 117
Shares - 474

Case Study #1

Client: Nykaa Fashion

Objective: To build brand awareness among social media audiences and increase engagement through the #NykaaFashionFestiveEdit hashtag campaign.

Scope of Work - Create a video content

Encourage maximum audience to check festive collection and influence to purchase fashion products for their family.

Result:

Reach: 48,880

Like: 839

Comments: 169

Shares: 79



Case Study #2

Client: Kohler India

Objective: To showcase the premium products at the experience center, a new hub of inspiration that exudes an elevated retail experience for all the visitors

Scope of Work - Create a video content

To create visual for dream bathroom for our audience and share experience with them

Result:

Reach: 27,335

Like: 1,164

Comments: 197

Shares: 192



Case Study #3

Client: Big Bazaar

Objective: Engage and motivate organic advocates by adopting latest trends to connect.

Scope of Work - Create a video content

To create engaging content for friendships day. Incorporated brand products in a creative way using current trends and organically increase brand awareness.

Result:

Reach: 27,335

Like: 1,164

Comments: 177

Shares: 81



▶ 21.6k

Case Study #4

Client: Disney India

Objective: Aim to foster creativity and imagination in kids by introducing upcycling as a theme

Scope of Work - Create a video content

Created a reel video content by sharing #DIY in all new avatar, inspired by Disney Channel India show “Imagine That.” Inspiring mom audience to motivate kids and transform resources in-to high quality art.

Result:

Reach: 27,335

Like: 1,164

Comments: 177

Shares: 81



Testimonials

We collaborated with Zahra for a giveaway, we are a relatively new brand (although people have loved our products and we have quickly made some space for ourselves) this was our first ever giveaway, Zahra made everything crystal clear right from the beginning, there were no surprises and everything was explained prior and was in writing, which is so important and just shows how professional she is in her approach.

The best part was that there was nothing imposed at any point and she was open to listening and understanding the brands point of view.

I personally find her extremely hardworking and she puts in a lot of effort with great pics, stories, basically puts the brand out in public with a good esthetic sense which is so important for the brand visibility.

Some times you want to work with the person just because you feel the warmth and good vibes and she and her super adorable daughter do full justice to the brand and the product."

Namrata Asrani (PR Manager For PR Manager For TunaActive)

Hello Zahra,
Ardell is world's best selling eyelash brand & the content you created using our products did complete justice to the claim. We loved the looks you created using different styles of Ardell eyelashes. Very few influencers take it a responsibility to create quality and meaningful content. Thank you for the hardwork you put in & cheers to many more collaborations in the future.

*Naman Gupta, Director, Aesthetic Beauty LLP
- @ardell_india*

Dear Zahra,
Thank you for reviewing Marc Anthony products. Your content was top notch & so was your professionalism. We loved how you kept the focus on our brand's USPs & talked about why one should switch to Marc Anthony Haircare & Bodycare. We appreciate your enthusiasm, hard work & precision towards your work. It was truly a delight working with you. Looking forward to make more colourful and influential content with you.

*Naman Gupta, Director, Aesthetic Beauty LLP
- @marcanthonyindia*

We are delighted to collaborate with you. Needless to say, the collaboration went super smooth and delivered well in time.

The quality and creativity delivered by you exceeded our expectations and we loved the outcome.

We would love to collaborate with you in future as well and hope that you will continue to stay in touch with our small The White Willow family.

We wish you all the very best for all your future endeavours.

*Aashita Jain - Head, Influencer Media Marketing
- The White Willow*

Testimonials

Working With Zahra has always been a pleasure. I as a PR Brand Manager have worked with her on campaigns in different sectors of fashion, food and lifestyle, and she amazes me with her professionalism every time. Zahra is very prompt to details of the campaigns, the KPI I have received in every campaign has been beyond expectations and my clients have always been happy and have told me to keep her on the database for future campaigns. She not only delivers the content on time but it's done perfectly and result of that is, when the campaign goes live we see the results and the target audiences reacting to her. Zahra excels in video posts & contests and basically shines bright as a fashion, fitness, lifestyle and mom blogger.

Namrata Asrani (PR Manager For Riso India)

"We really like your content for all the campaigns you were part of. Looking forward for more..

- @westsidestores

We can't say how happy we are as we collaborated with you! So genuine and super hard work put in it! The audience you have actually trusts you and is super engaging! We are definitely looking forward to have more collaborations with you! Can't wait!! All the best and keep doing your best work!! Lots of Love and Luck! And yess. Alizah is superrrr adorableeeee!!

- @the_childrenslab

Zahra from @beingmom_andbeyond is someone who delivers what she promises. Our collaborations with her have been a huge success thanks to her constant efforts of making sure our brand gets credit for all that we have to offer.

Sabrina - Founder of Li'l Yogis

Collaborating with Zahra is always a pleasure! Not only is she a thorough professional when it comes to her work, but is also warm and wonderful. She is always pushing the boundaries of her own creativity and stays ahead of the curve. We look forward to a long-lasting relationship with her and adorable little Alizah!

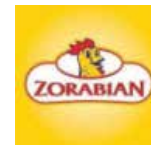
- @softsens

It's been almost 6 months that I have worked with Zahra and it has been amazing. We got in touch with her for a beauty nutrition collaboration and I still remember how prepped and graceful she was towards the entire collaboration. Extremely well prepped, open to suggestions and trying harder everytime when it was a new shot !

- @chicnutrix



Worked With





THE INDIAN ACHIEVER'S CLUB

99 WOMEN ACHIEVERS OF INDIA 2020

ZAHRA JANI

LIFESTYLE AND PARENTING INFLUENCER

@beingmomandbeyond

Things that she is proud of:

The birth of her child Alizah. She has brought so many good things to her life and is so grateful for her

Her marriage to her long-term beau, Abiall. Coming from different religions (her Hindu, him Muslim), it was a story full of drama and so much love

Having been overweight nearly her entire life, losing 47 kgs stands to be one of her proudest achievements

Growing her community of engaged Mothers who actively come to my page to seek solutions, share stories, and stay connected

Within a span of two years, she has been able to successfully establish her brand Being Mom And Beyond and is truly making a mark in the Parenting and Lifestyle space

@beingmom_andbeyond ✉ zahrabmn@gmail.com



Zahra has pledged to grow trees and help protect our mother earth

WINNERS 2020

Thank you