

SMM PORTFOLIO

ANJUM AYAZ



aplustech-solutions.com

Client: ANJUM AYAZ



Anjumayaz.com

INDUSTRY:

Fine Art & Public Sculpture

PROJECT TYPE:

Full Website Development + Social Media
Launch & Ongoing Content Marketing

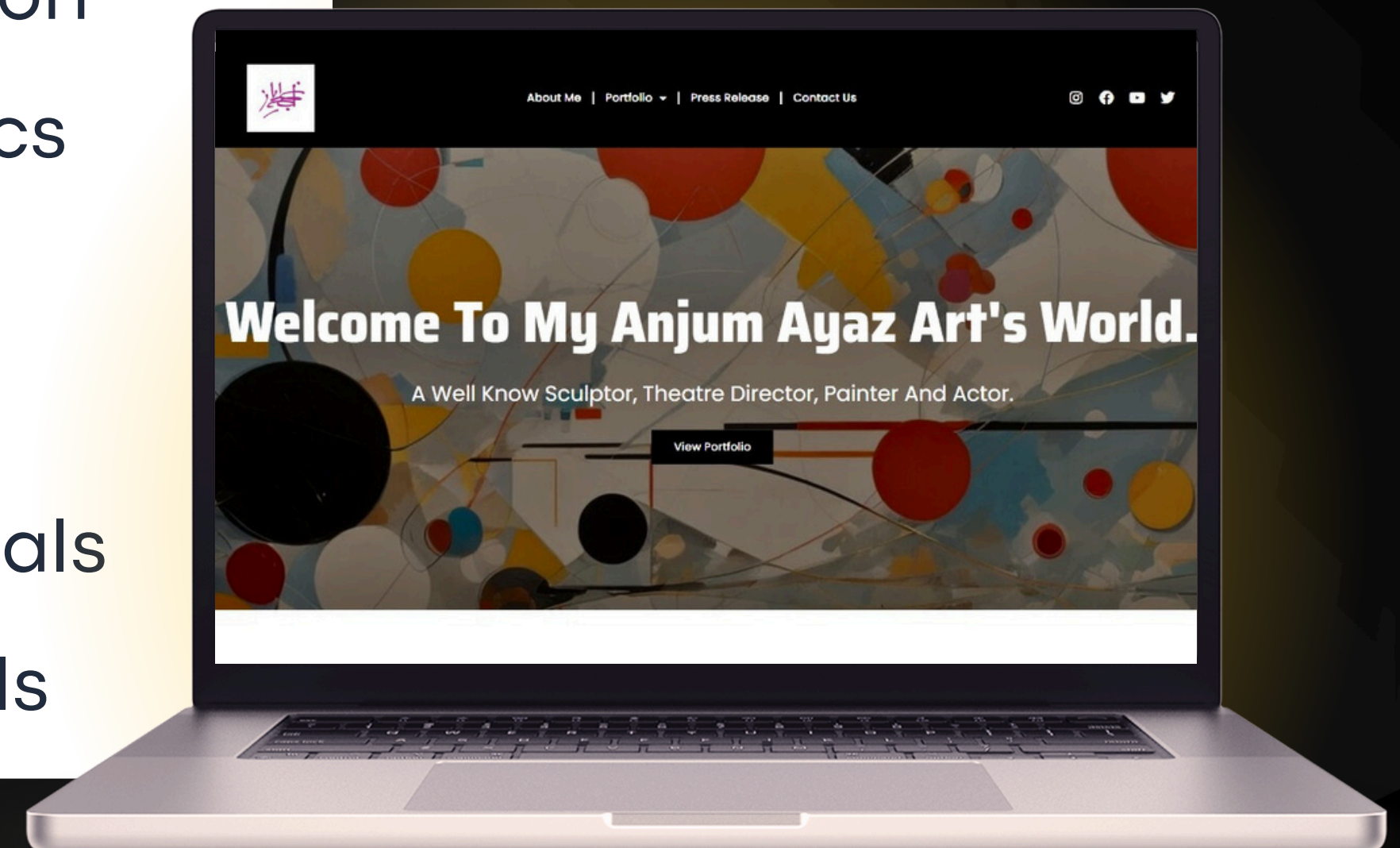
PLATFORM(S):

Instagram & Facebook



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PROJECT OVERVIEW

Anjum Ayaz is an acclaimed Pakistani sculptor, theatre director, painter, and actor whose monumental works in stone and mixed media grace public spaces across the globe.

Anjum approached **Aplus Tech Solutions** to expand his digital visibility and his primary challenges were:

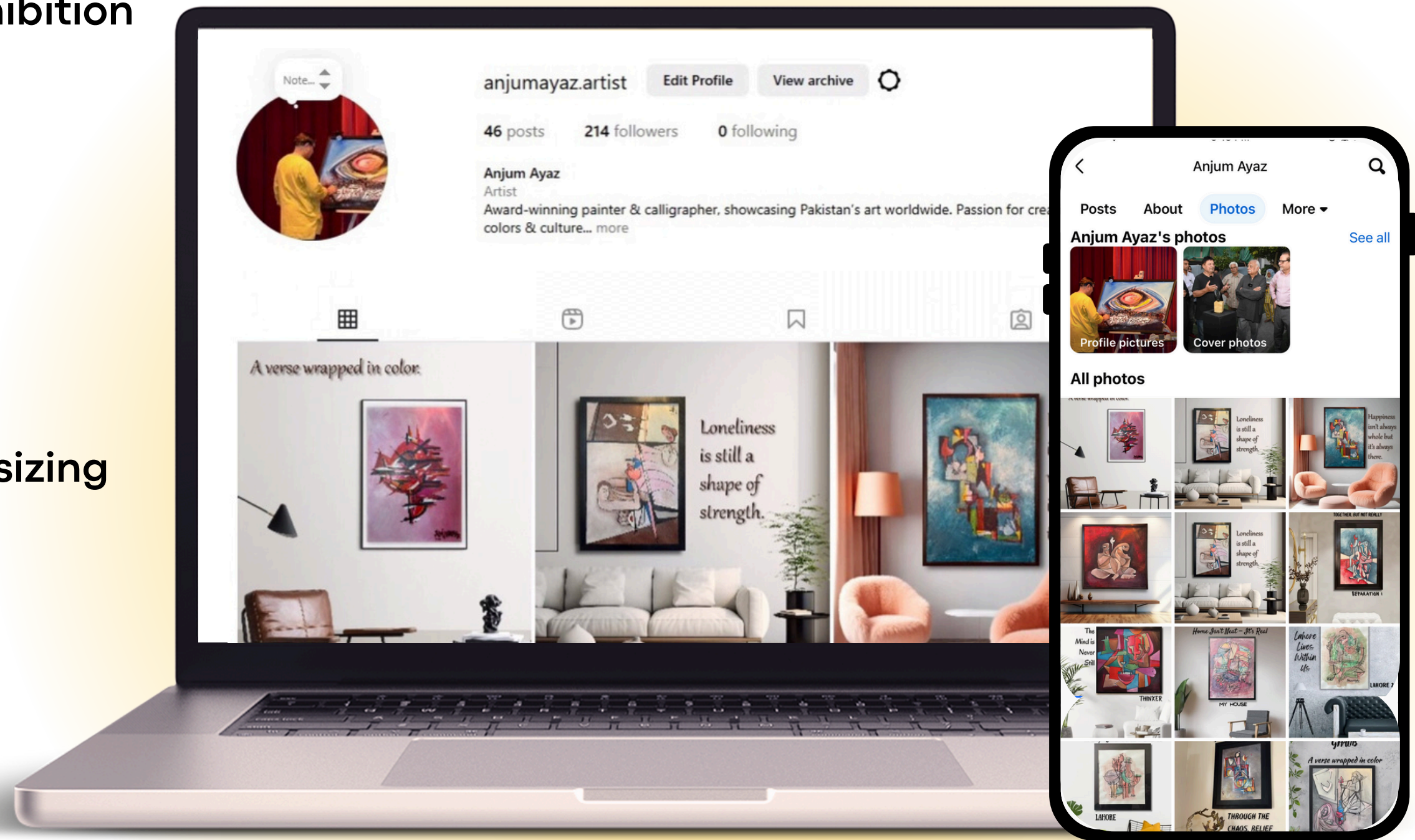
- A dormant online presence despite international recognition
- No structured content strategy to showcase sculptures, exhibitions, or artistic narrative
- Missed opportunities to engage a global audience of art lovers

STRATEGIC ROADMAP

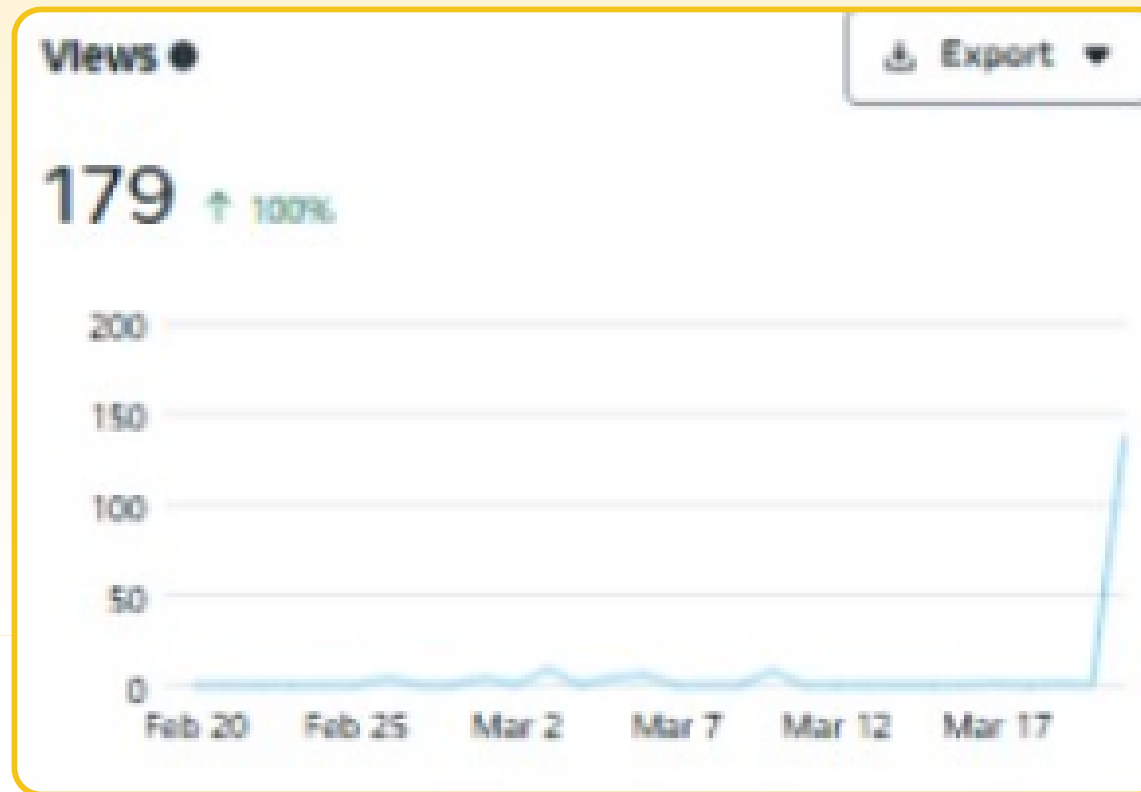


HIGHLIGHTS OF EXECUTION

- ▶ Branded Instagram & Facebook pages launched with optimized bios.
- ▶ Posts featuring sculptural details, exhibition highlights, and creative process.
- ▶ Reels capturing studio work, public installations, and on-site storytelling.
- ▶ Community management.
- ▶ Monthly performance reports emphasizing reach and engagement.

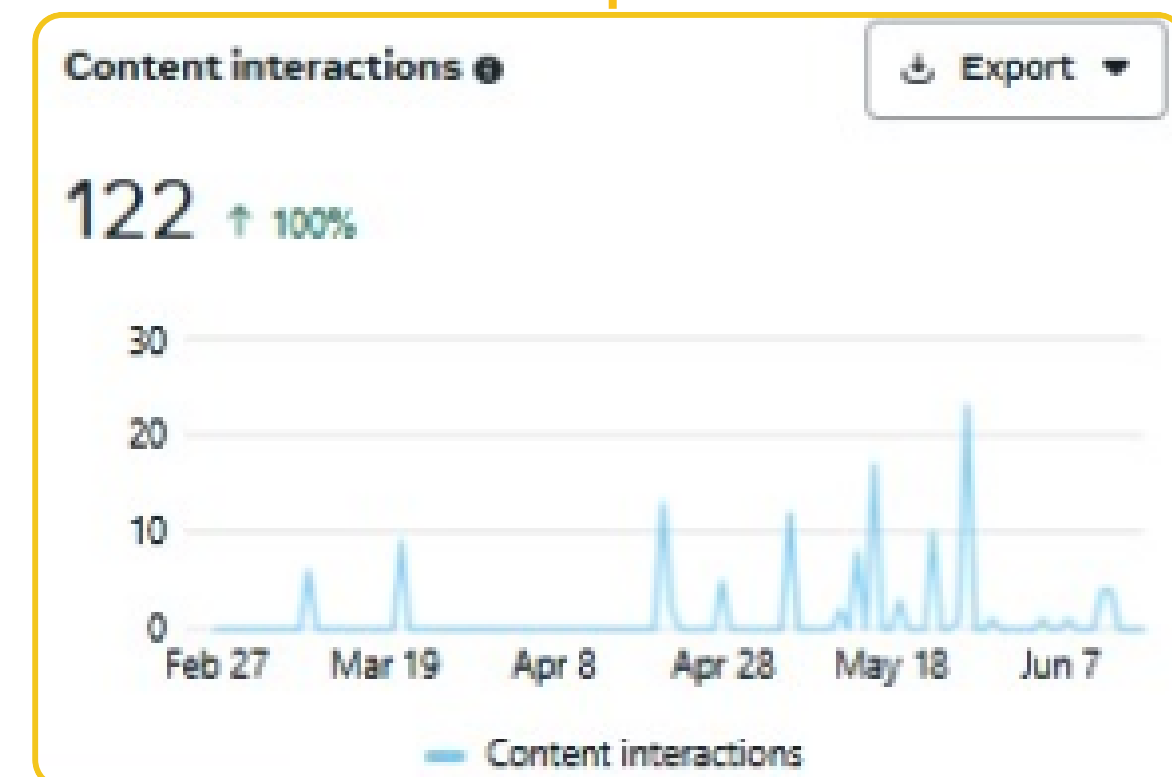


SOCIAL MEDIA ANALYTICS



BEFORE & AFTER

SOCIAL MEDIA ANALYTICS



BEFORE & AFTER

IMPACTFUL REACH & ENGAGEMENT

Grew from **0 to 2,800+**
organic views within three
months

Consistent increase in
follower count and public
interaction

Reels showcasing Anjum's
process and on-site art
earned higher-than-
average reach

Built meaningful online
community of art enthusiasts
and potential collectors

INSTAGRAM FEED VISUALS



OTHER PROJECTS VISUALS



Mega
Marketing

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