

# SMM PORTFOLIO

ANJUM AYAZ



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



# Client: ANJUM AYAZ



Anjumayaz.com

## INDUSTRY:

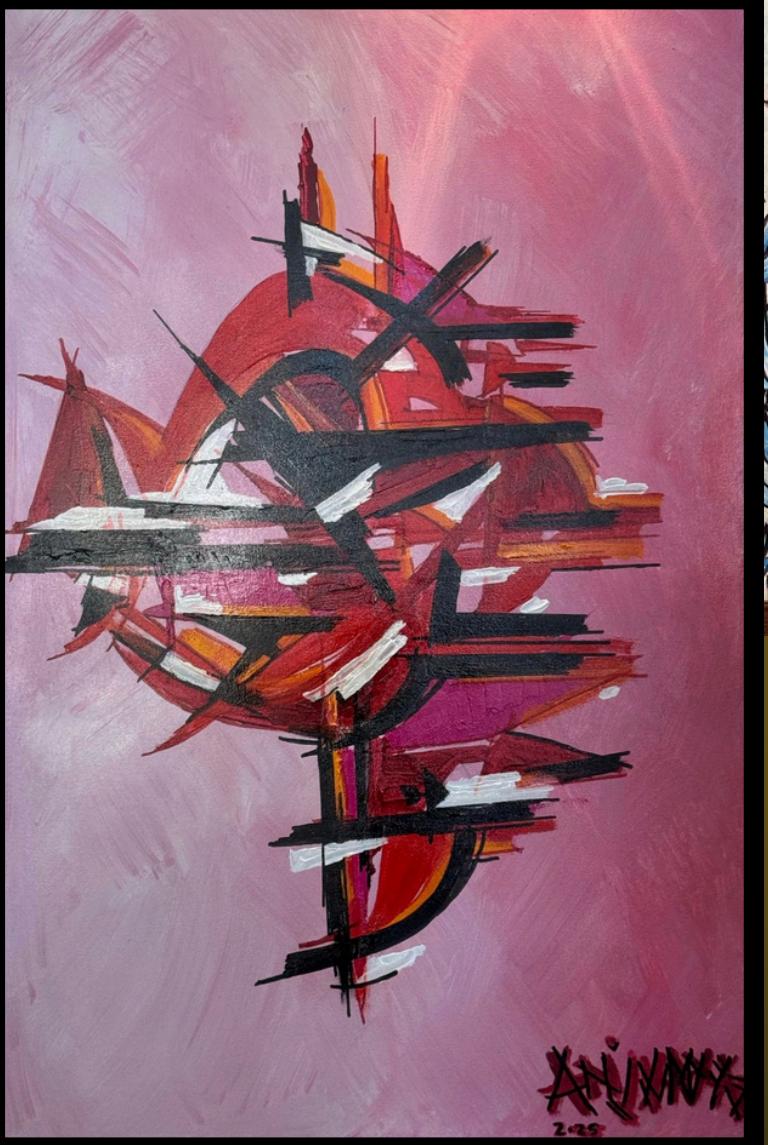
Fine Art & Public Sculpture

## PROJECT TYPE:

Full Website Development + Social Media  
Launch & Ongoing Content Marketing

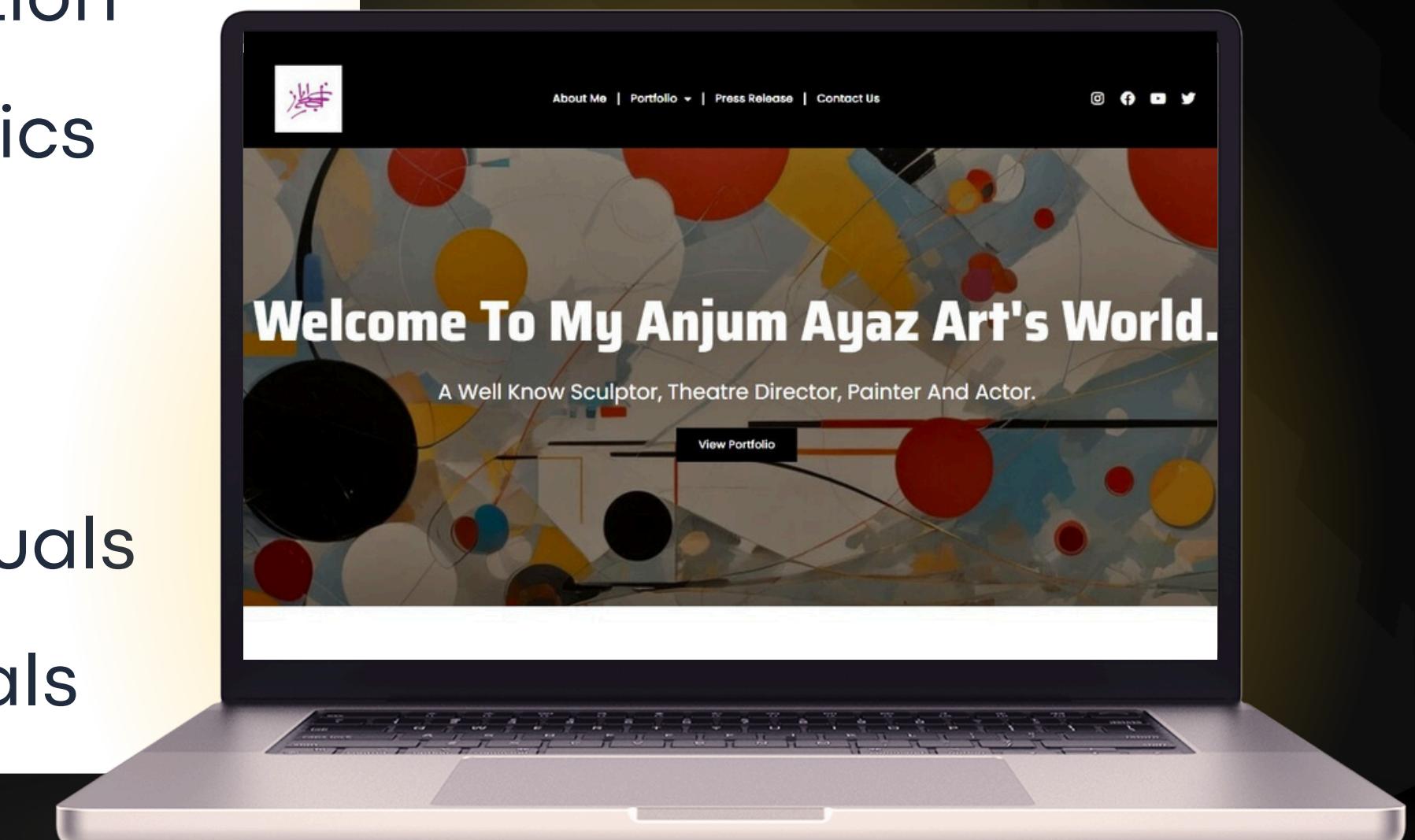
## PLATFORM(S):

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:

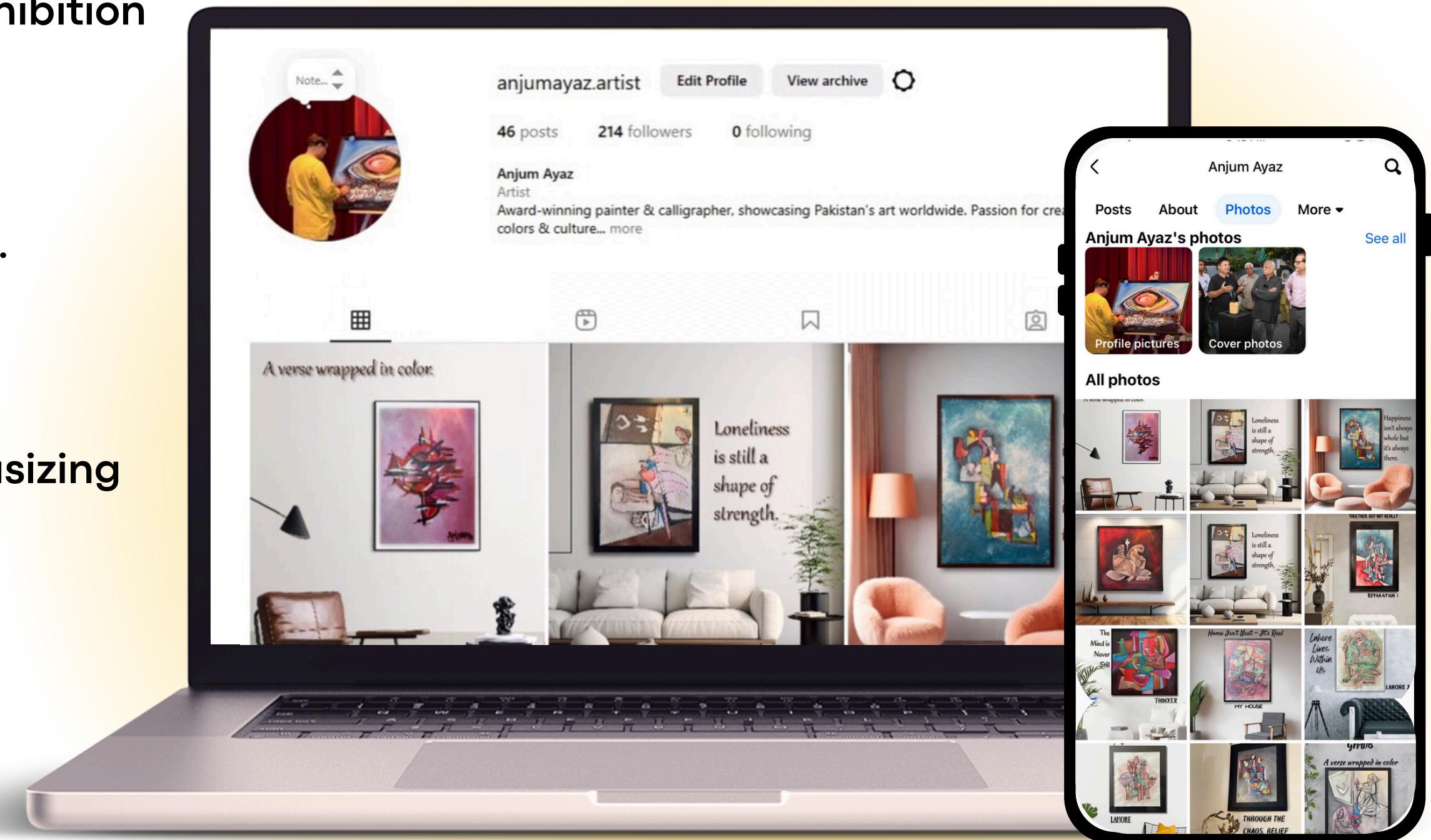
- A dormant online presence despite international recognition
- No structured content strategy to showcase sculptures, exhibitions, or artistic narrative
- Missed opportunities to engage a global audience of art lovers

# 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.

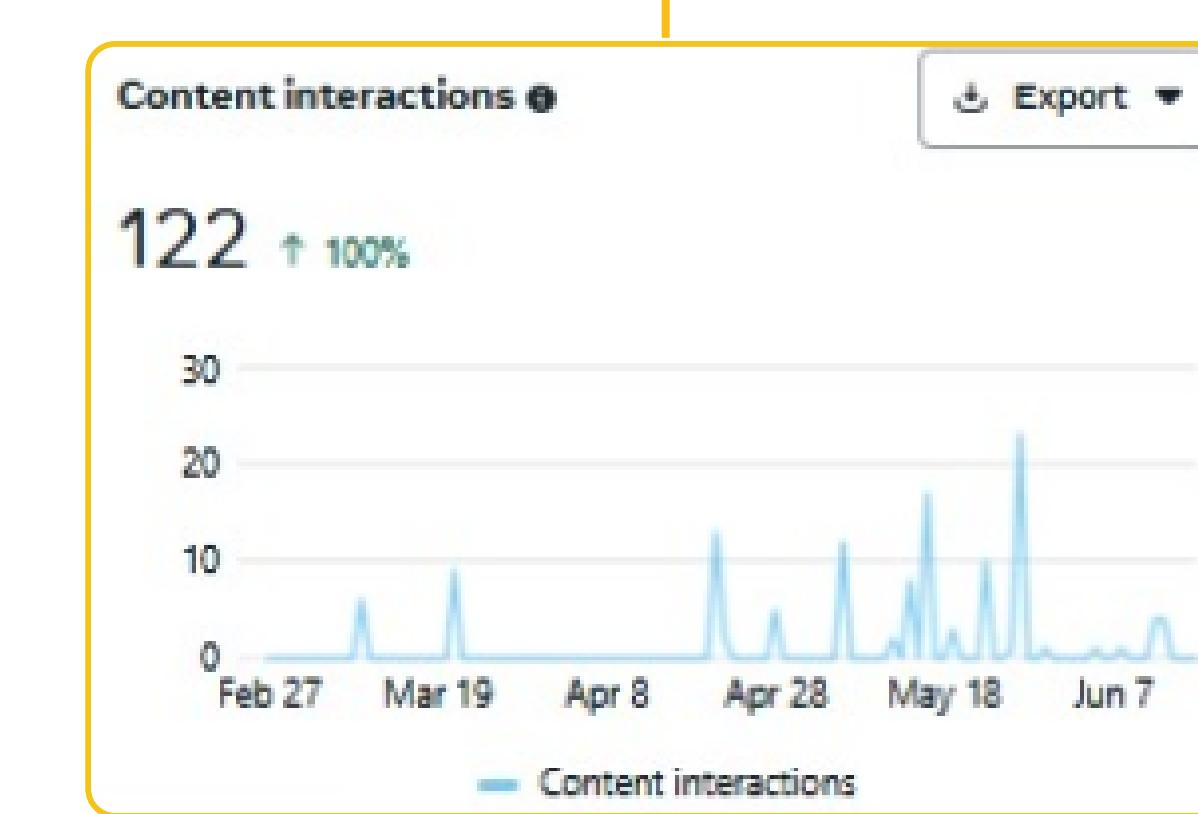
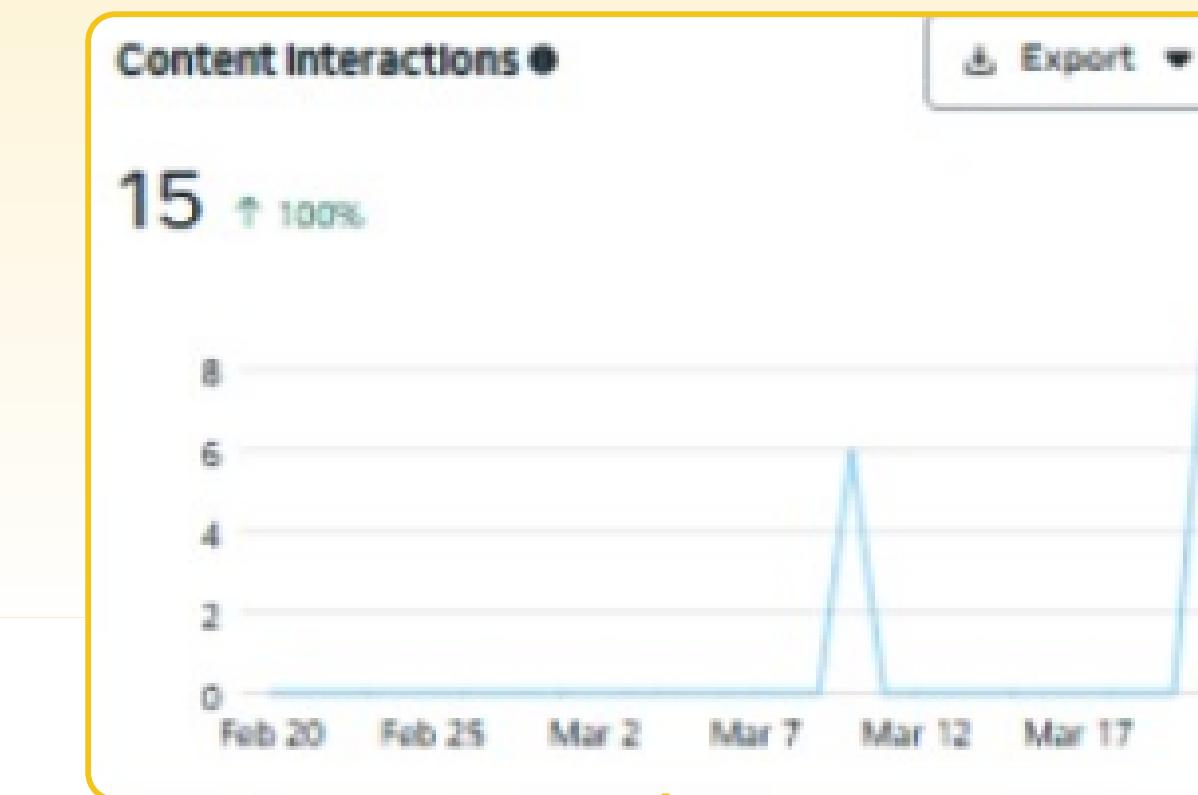


# SOCIAL MEDIA ANALYTICS



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

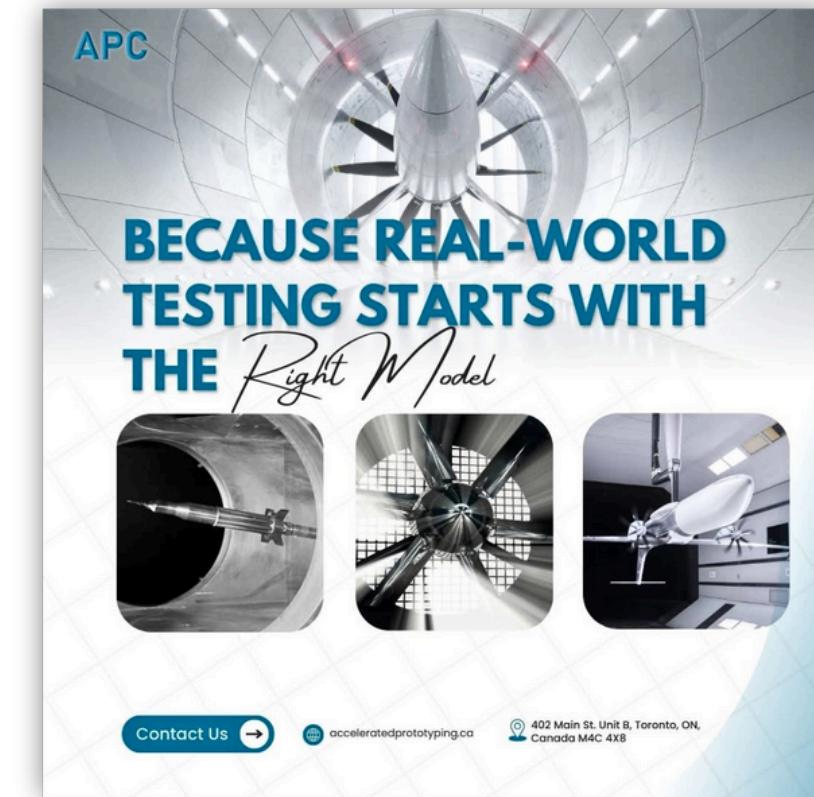
Reels showcasing Anjum's process and on-site art earned higher-than-average reach

Built meaningful online community of art enthusiasts and potential collectors

# INSTAGRAM FEED VISUALS



# OTHER PROJECTS VISUALS





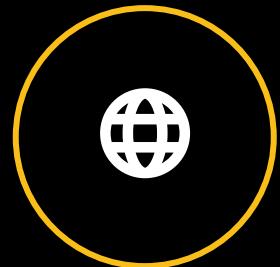
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