

SMM PORTFOLIO

ANJUM AYAZ



aplustech-solutions.com



Client: ANJUM AYAZ



Anjumayaz.com

INDUSTRY:

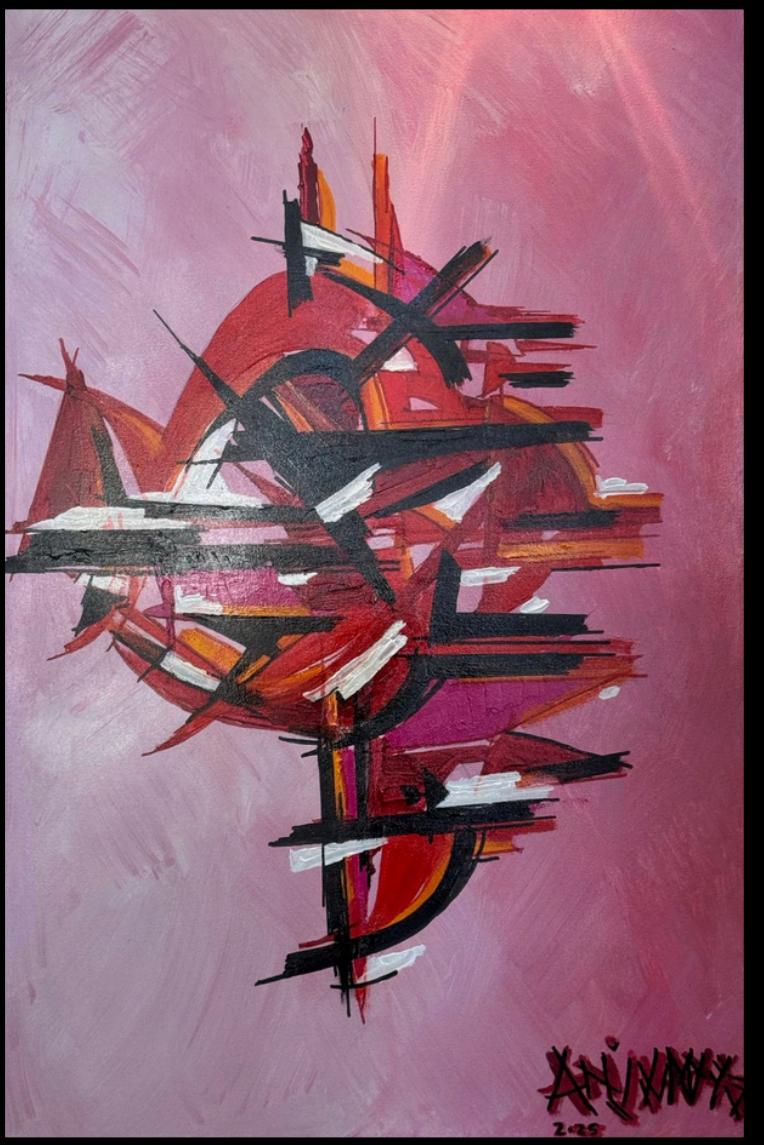
Fine Art & Public Sculpture

PROJECT TYPE:

Full Website Development + Social Media
Launch & Ongoing Content Marketing

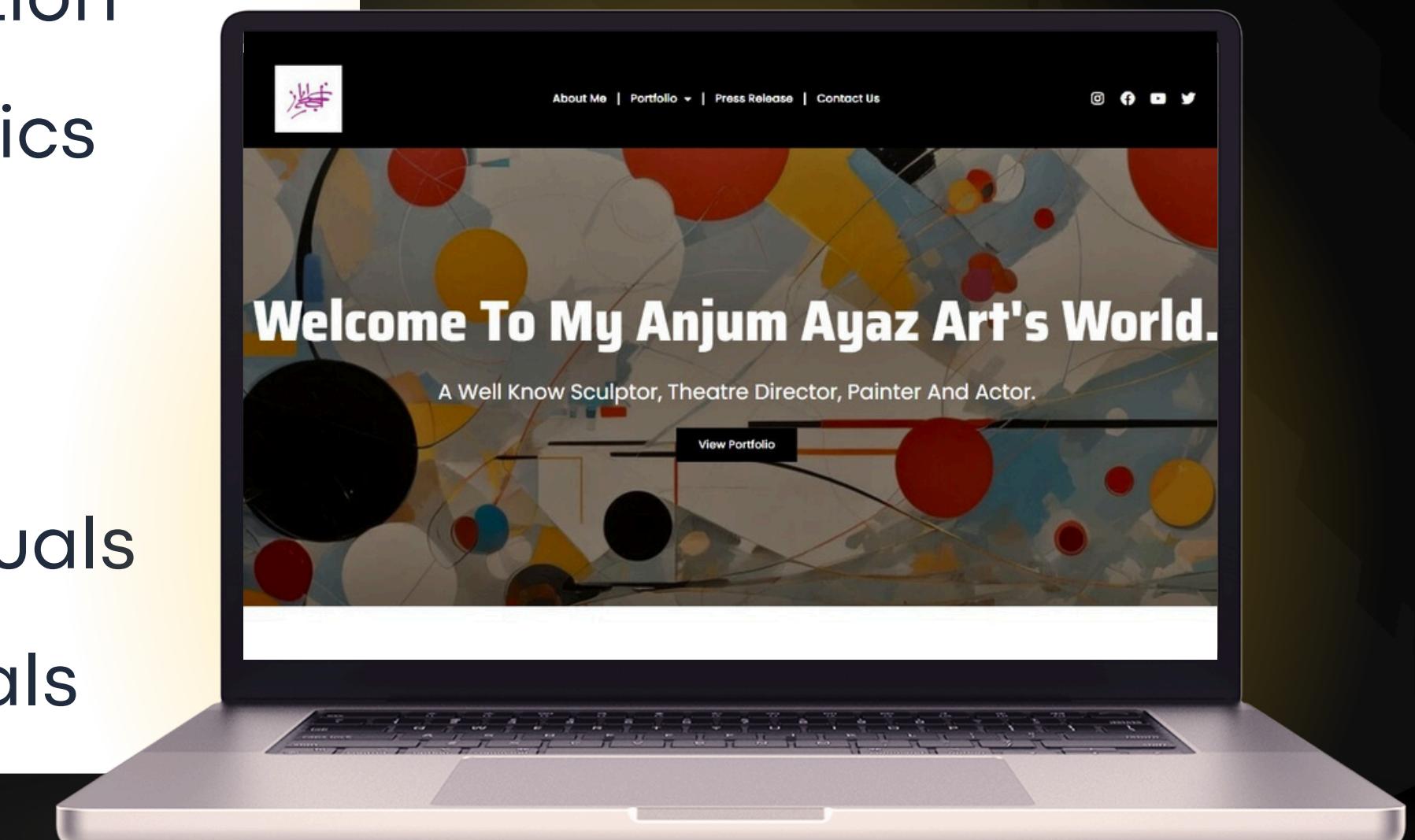
PLATFORM(S):

Instagram & Facebook



CONTENTS

1. Project Overview
2. Strategic Roadmap
3. Highlights of Execution
4. Social Media Analytics
5. Impactful Reach & Engagement
6. Instagram Feed Visuals
7. Other Projects Visuals



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:

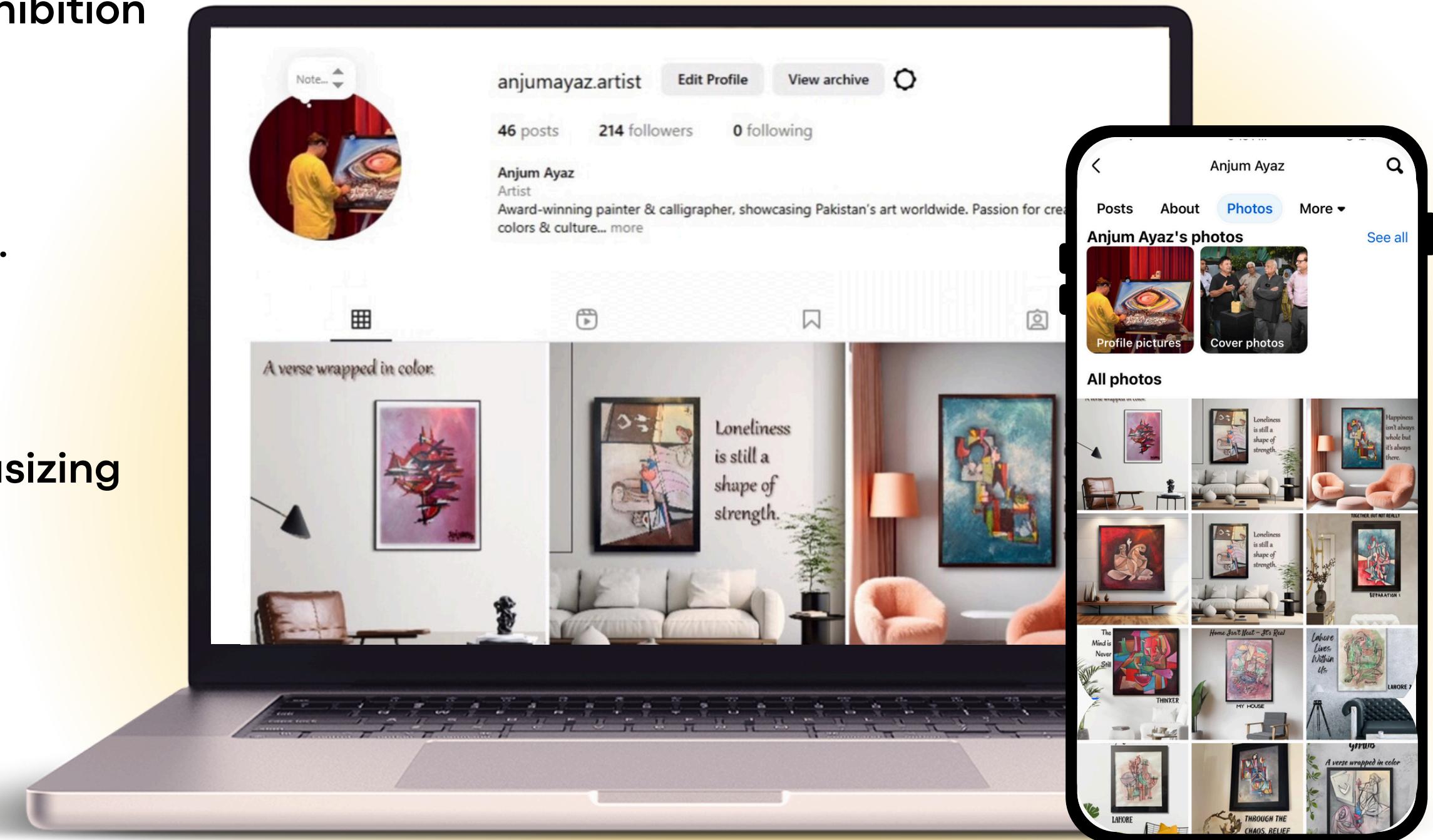
- A dormant online presence despite international recognition
- No structured content strategy to showcase sculptures, exhibitions, or artistic narrative
- Missed opportunities to engage a global audience of art lovers

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.

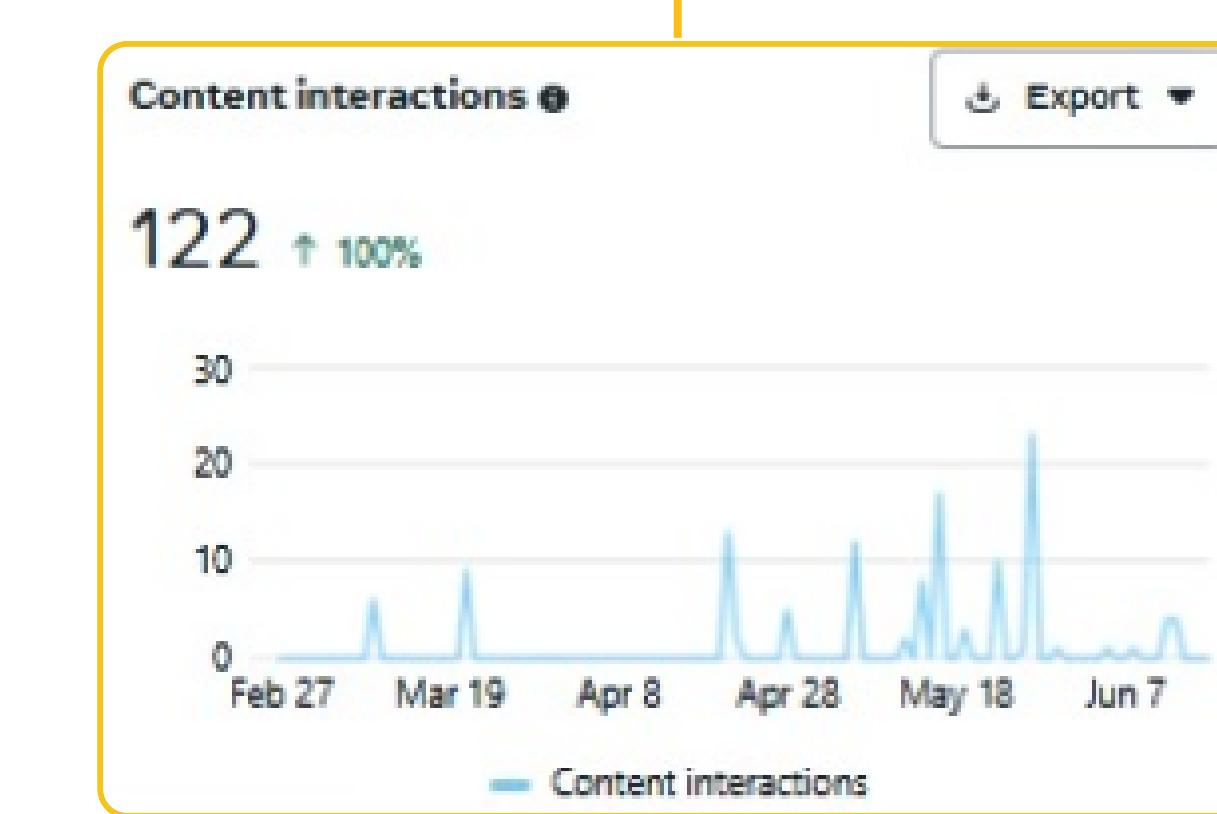
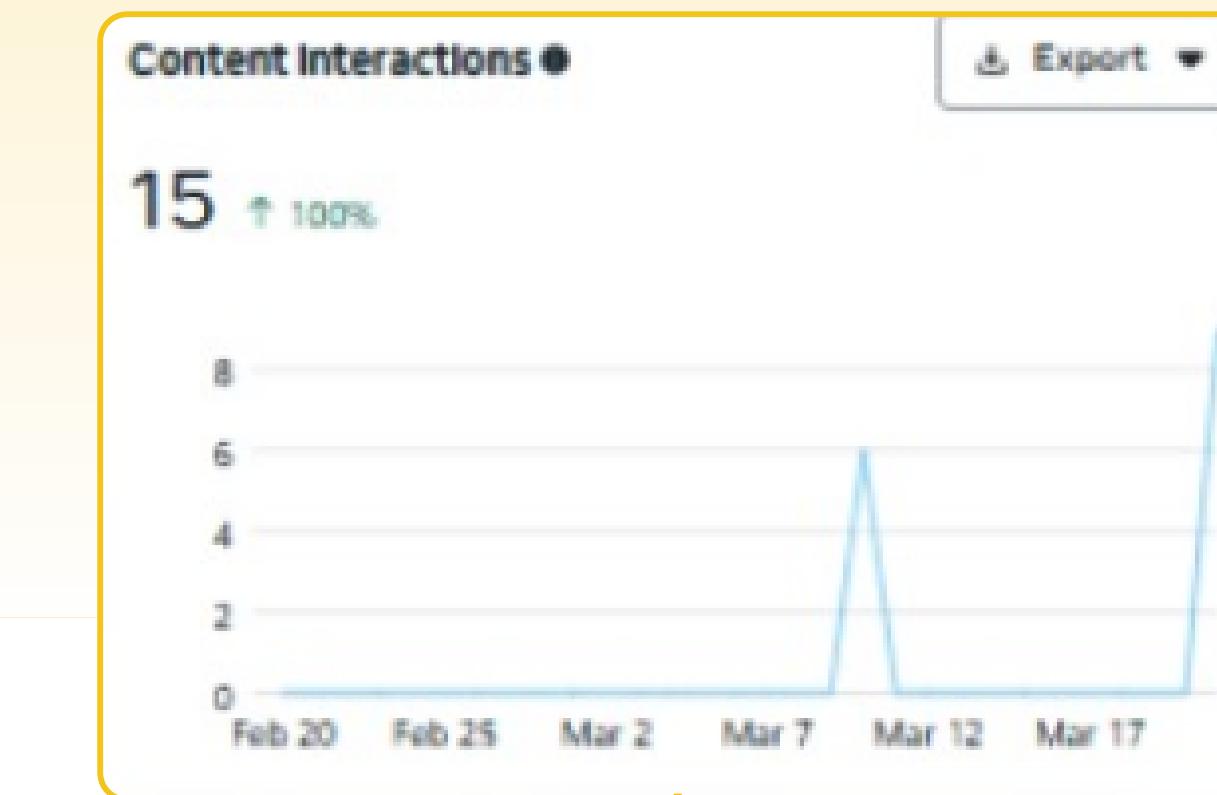


SOCIAL MEDIA ANALYTICS



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

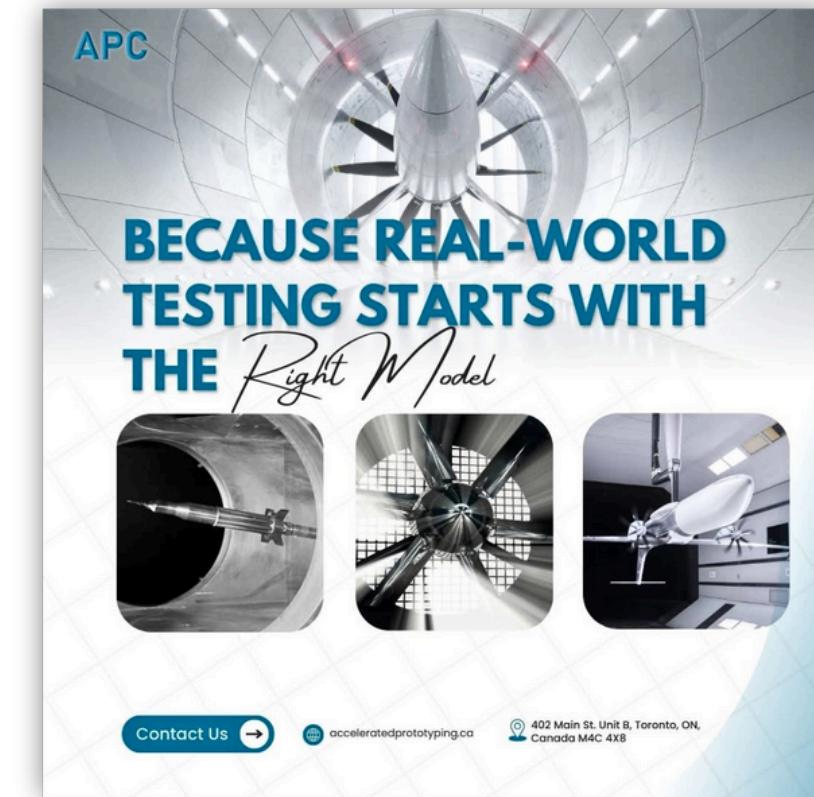
Reels showcasing Anjum's process and on-site art earned higher-than-average reach

Built meaningful online community of art enthusiasts and potential collectors

INSTAGRAM FEED VISUALS



OTHER PROJECTS VISUALS





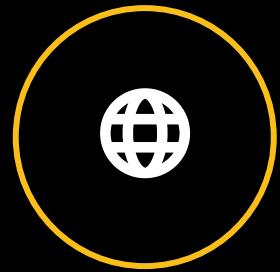
OUR CONTACTS

**Phone number**

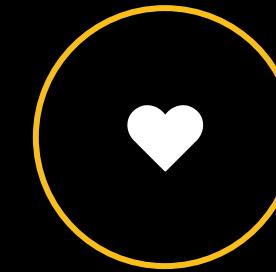
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