Social Media Campaign

Sam Lewis

My Aim

For this campaign I have been trying to increase traffic to my portfolio website. This is also how I have measured the success of the campaign using google analytics.

My Research

Before heading into this project I had a look around at a range of different social media campaigns. The 2 that stood out to was pot noodle and apple, the 2 are vastly different but both very effective an there execution.

Pot Noodle

- Uses humour and fantasy (Noodle mines) to stand out and be different

Apple

- Very minimalist and clean gives a very professional and serious look for the company

Research Continued

- After looking and comparing different campaigns I decided to go down the middle road I wanted it to be expressive but yet still perfectional as the intended audience was employers and other professional people.

My Plan

I didn't stick to this exactly but it did help with making me post regularly and I know roughly what I was going to do. In the future I would focus less on it being in chronological order ad the first couple of posts where rather lacklustre.

Week 1 posts

It doesn't look like much but its where it all started... my very first experience with CAD (AutoCAD) at the University of Winchester. You can see all of semester 1 at https://lnkd.in/dVQQXjx

#cad #autocad #winchester #university #design
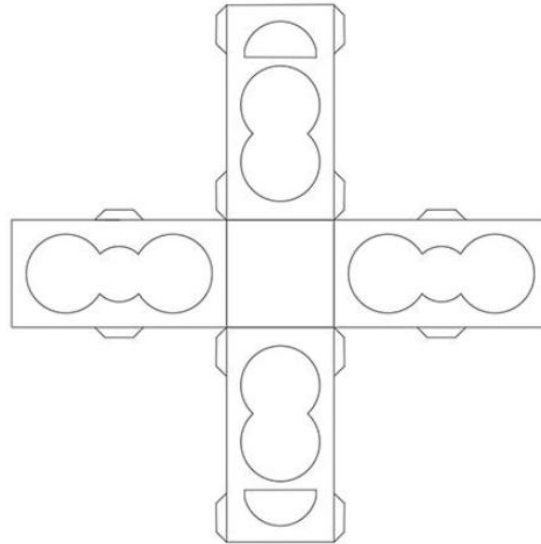
This my first large project called the game project. I was tasked to create some houses for the game. You can see this in more detail at: https://lnkd.in/dVQQXjx

#project #design #create #large #revit #cad #caddesign #winchester #university
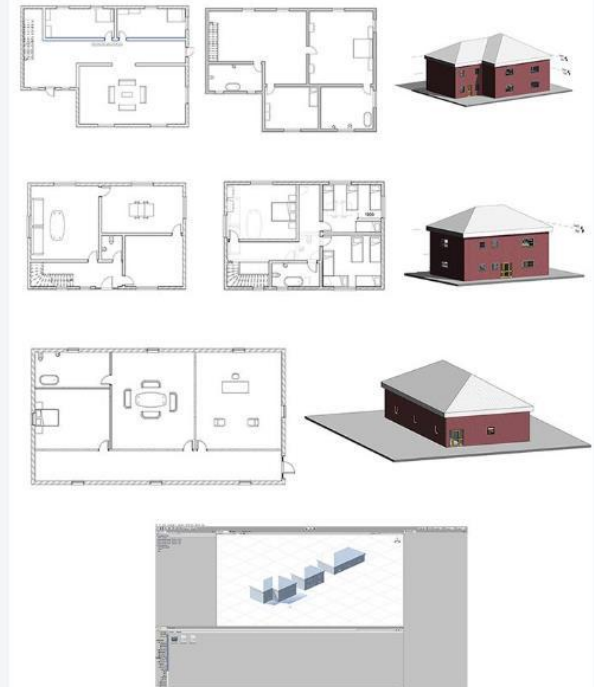
Week 1 Results

Week 1 was one of the best weeks and the most interesting as I got the most website visits and from different locations

Week 2 Posts

Week 2 Results

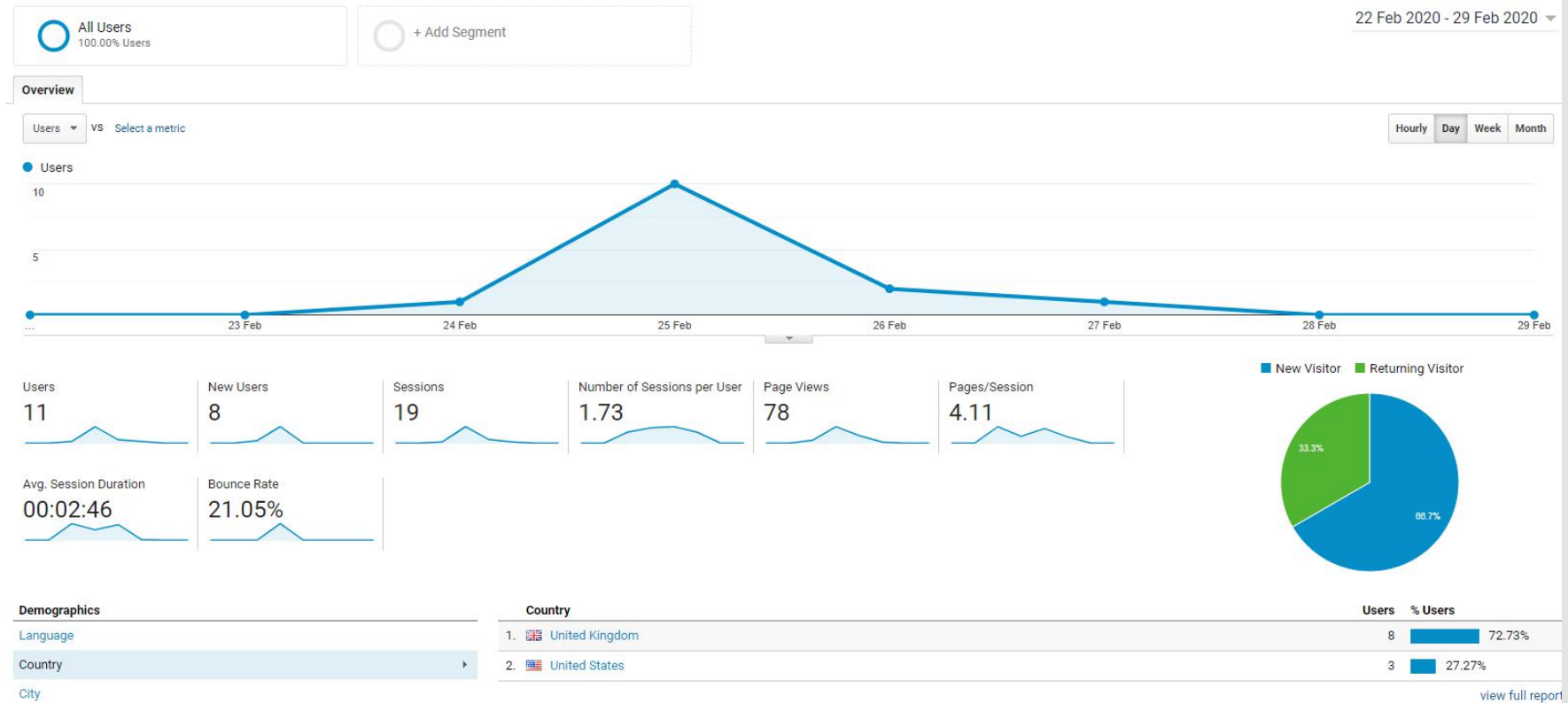This week was not quite as good as the previous week. I believe this to be because I had less interaction on the chosen social media channels
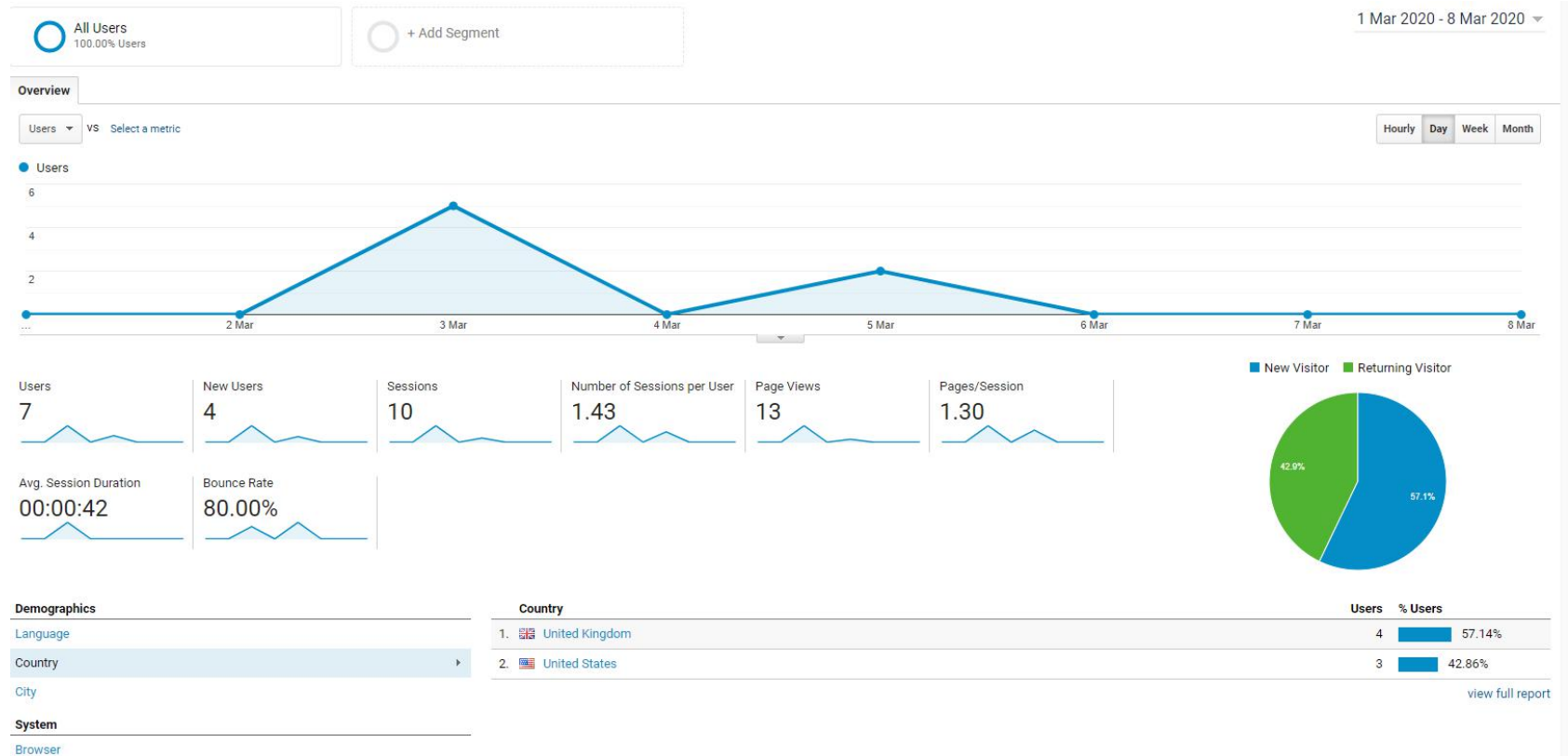
Week 3-4 posts

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Student at University of Winchester Studying Computer Aided Design
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The rear landing gear for a MKII Spitfire for this semester's client project. We are creating a website that celebrates the historic plane but also the community and the people surrounding it. Below is a time-lapse of how it was created.
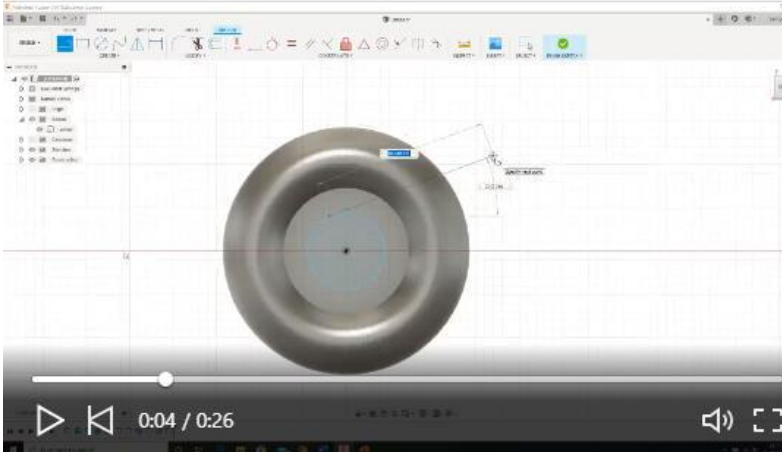you can see more of my work at https://lnkd.in/eV4ZG9K

#caddesign #create #winchester #autocad #fusion360 #spitfire # #project #design #3d

0:04 / 0:26

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1w • 🌐

Following on from my previous post bellow is a render from the rear wheel of the Spitfire

https://lnkd.in/eV4ZG9K

#caddesign #autocad #cad #rendered #winchester #3d #transmedia2020 #project #create

Week 3-4 Results

During the above weeks I did miss a couple of posts and the amount of website views did suffer because of it. From this I learnt the importance of posting regularly
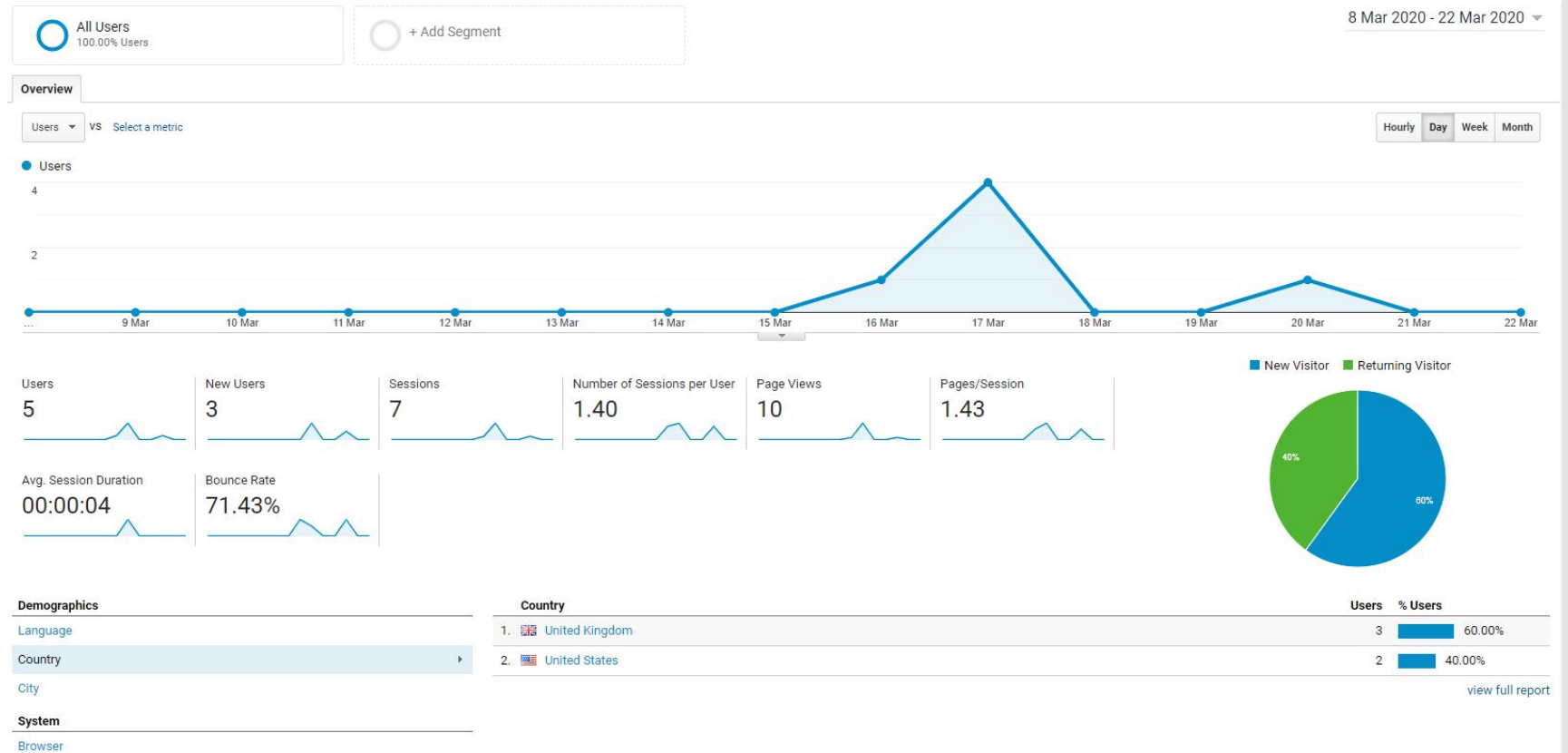
Week 5 (so far) Posts
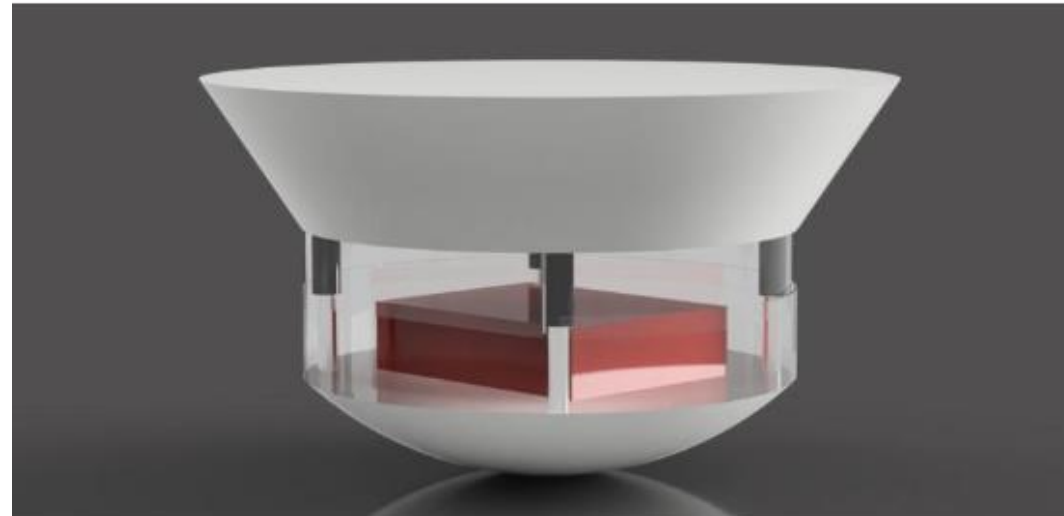
Week 5 (so far) Results

So far this week i haven't got the best traffic but hopefully it will go up with the next posts.
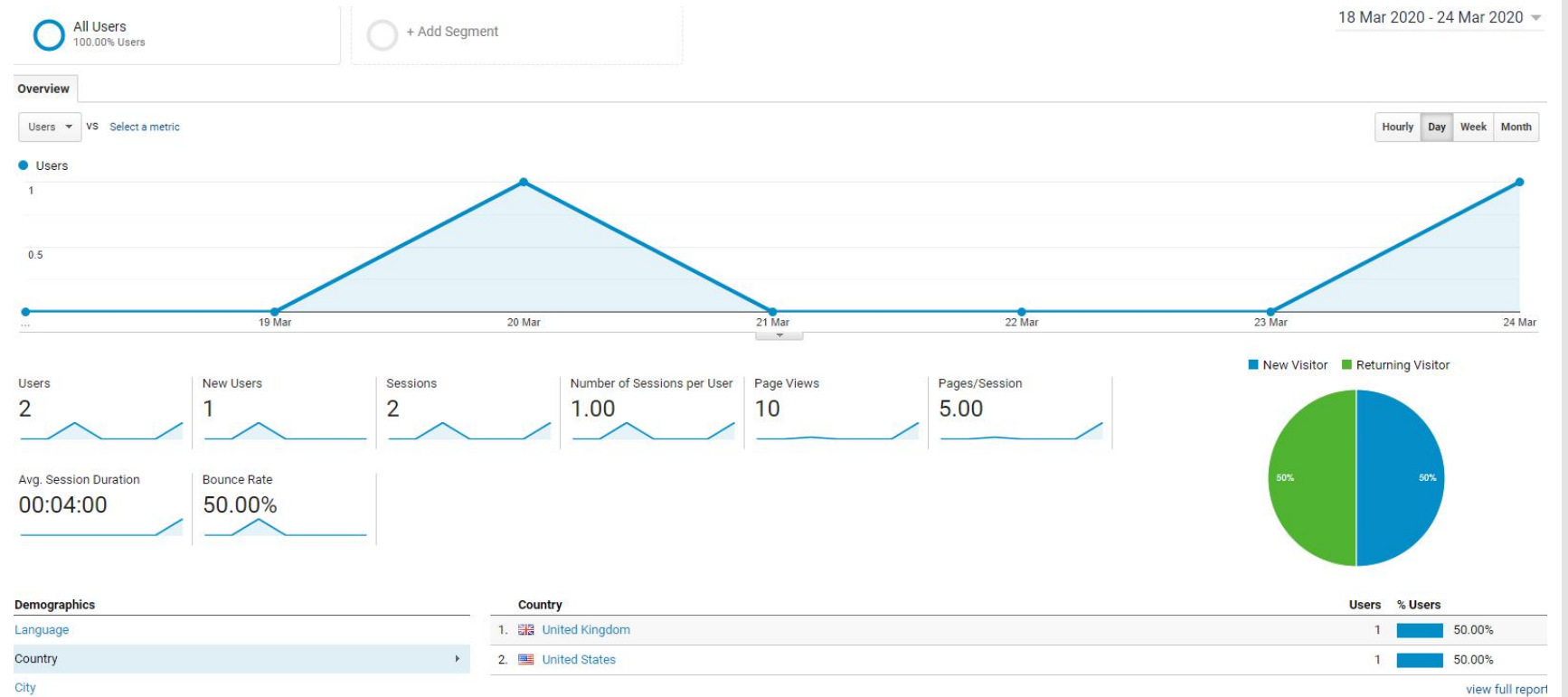
Week 6 Plan

- For this week I am going to use any unused posts from my plan as I did stray from it a couple times. But I will also keep posting work from my continuing projects. Also I will promote transmedia when there is a new date.

Evaluation

Things That When Well

If feel that the campaign went well as I did increase the traffic to my website overall and having a plan kept me motivated to post for most of the time. My reach was also good as I got a range of cities in the UK such as Bristol and London and even some views in the USA.

Things To Improve On

I need to be better at remembering to post more and follow by plan better. I also need to proof read my posts as I did get feedback later on for some of the posts that I went back and edited. I also need to improve my websites in order for it to work on a range of devises (I did a little of this before the campaign but I need to do it fully in order to consistent and professional)