

# 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 and the first couple of posts where rather lacklustre.

DATE	PLATFORM	CONTENT	TIME
25/02/20	Facebook and LinkedIn	It doesn't look like much but its where it all started... my very first experience with CAD (AutoCAD) at the University of Winchester. See all of semester 1 at <a href="http://samlewis.winchesterdigital.co.uk/semester1.html">http://samlewis.winchesterdigital.co.uk/semester1.html</a>	FB - 1:30pm L - 10:30am
27/02/20	Facebook and LinkedIn	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 <a href="http://samlewis.winchesterdigital.co.uk/semester1.html">http://samlewis.winchesterdigital.co.uk/semester1.html</a>	FB - 1:30pm L - 10:30am
05/03/20	Facebook and LinkedIn	This is one of the first projects that I was proud off. For this me and a team had to develop a mobile device. You can see this in detail and more from my second semester at <a href="http://samlewis.winchesterdigital.co.uk/v1s2.html">http://samlewis.winchesterdigital.co.uk/v1s2.html</a>	FB - 1:30pm L - 10:30am

05/03/20	Facebook and LinkedIn	This is a layout for a fictional museum that I created for something that interests me. You can see this in full at <a href="http://samlewis.winchesterdigital.co.uk/v2s5page.html">http://samlewis.winchesterdigital.co.uk/v2s5page.html</a>	FB - 1:30pm L - 10:30am
10/03/20	Facebook and LinkedIn	The first project I did for a client was for a small museum. They wanted us to update the museum and add some modern technologies. I worked on add in QR codes to see how it went go visit <a href="http://samlewis.winchesterdigital.co.uk/v2s5page.html">http://samlewis.winchesterdigital.co.uk/v2s5page.html</a>	FB - 1:30pm L - 10:30am
12/03/20	Facebook and LinkedIn	My first award winning work at Transmedia 2019. I will be attending this year as well... feel free to drop in. see this project in full at <a href="http://samlewis.winchesterdigital.co.uk/v1s2.html">http://samlewis.winchesterdigital.co.uk/v1s2.html</a>	FB - 1:30pm L - 10:30am

17/03/20	Facebook and LinkedIn	for the Royal Society of Art projects, I created a submission for the student design awards. You can see my full submission at <a href="http://samlewis.winchesterdigital.co.uk/v2s1page.html">http://samlewis.winchesterdigital.co.uk/v2s1page.html</a>	FB - 1:30pm L - 10:30am
19/03/20	Facebook and LinkedIn	A rendered mahogany pot that I created from a simple geometric shape.	FB - 1:30pm L - 10:30am
24/03/20	Facebook and LinkedIn	Outcome of Transmedia project	FB - 1:30pm L - 10:30am
31/03/20	Facebook and LinkedIn	Outcome of spitfire project	FB - 1:30pm L - 10:30am

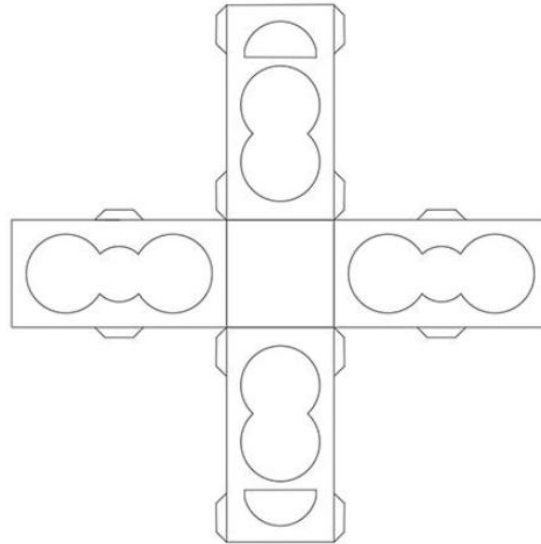
# Week 1 posts



**Sam Lewis**  
Student at University of Winchester Studying Computer Aided Design  
1mo • Edited •

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>

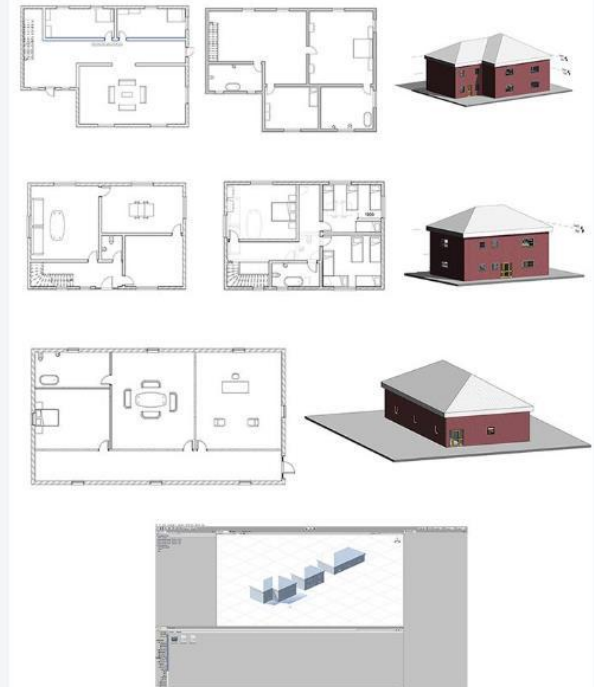
#cad #autocad #winchester #university #design



**Sam Lewis**  
Student at University of Winchester Studying Computer Aided Design  
3w •

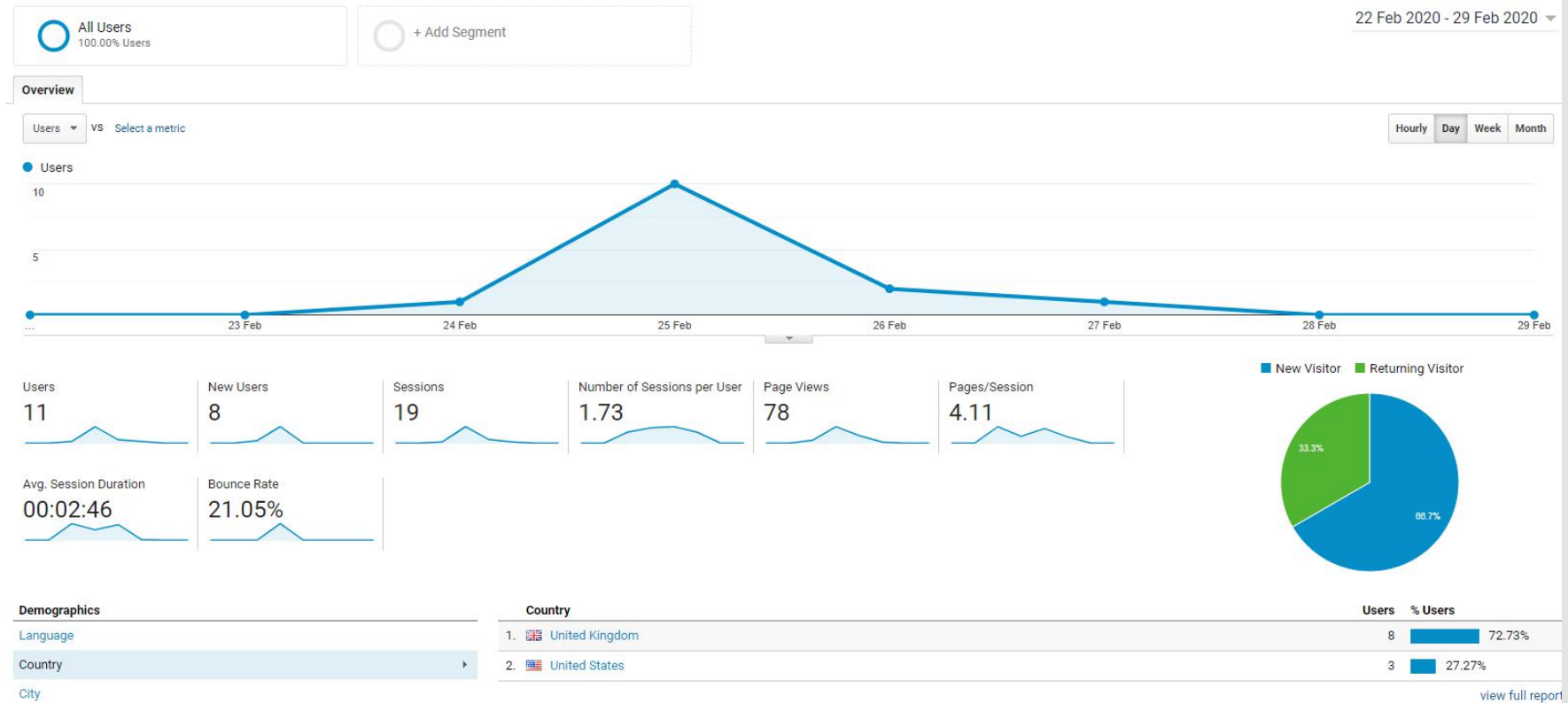
This my first large project called the game project. I was tasked to create some houses for the game. You can see this in more detail at: <https://lnkd.in/dVQQXjx>

#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



Sam Lewis

Student at University of Winchester Studying Computer Aided Design

3w • Edited •

This is one of the first projects that I was proud of. For this, me and a team had to develop a mobile device. You can see this in detail and more from my second semester at

<https://lnkd.in/e44beEF>

#design #caddesign #productdesign #cad #project #university #create #3d #autocad #mobiledevice #sketch #2d #rendered



Sam Lewis

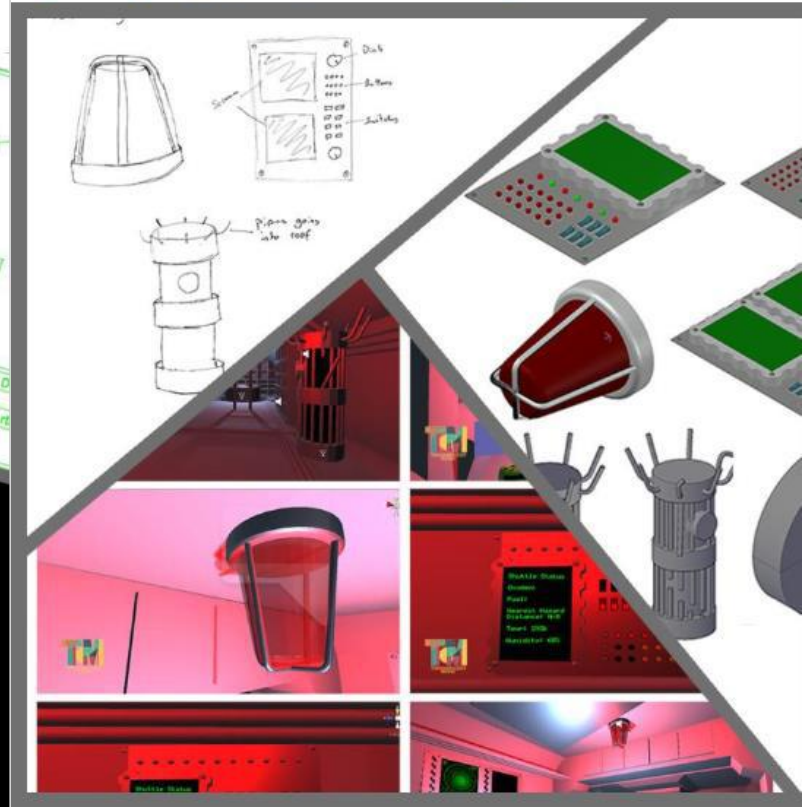
Student at University of Winchester Studying Computer Aided Design

2w • Edited •

My first award winning work with my team at Transmedia 2019. I will be attending this year as well... feel free to drop in. See this project in full at:

<https://lnkd.in/dtDEhyh>

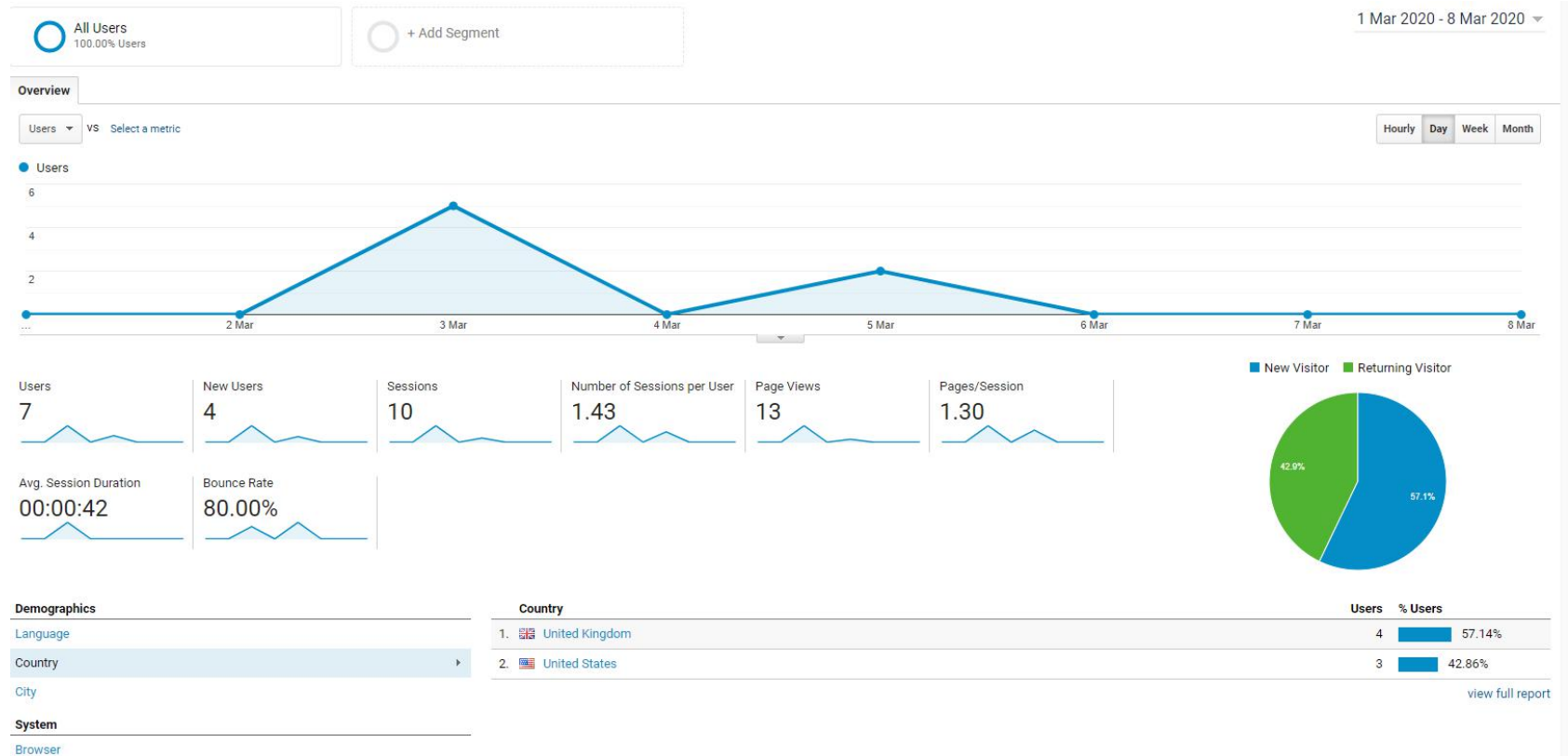
#caddesign #project #design #university #create #winchester #transmedia2020 #game #vrgaming #spaceship #work #awardwinning







# 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

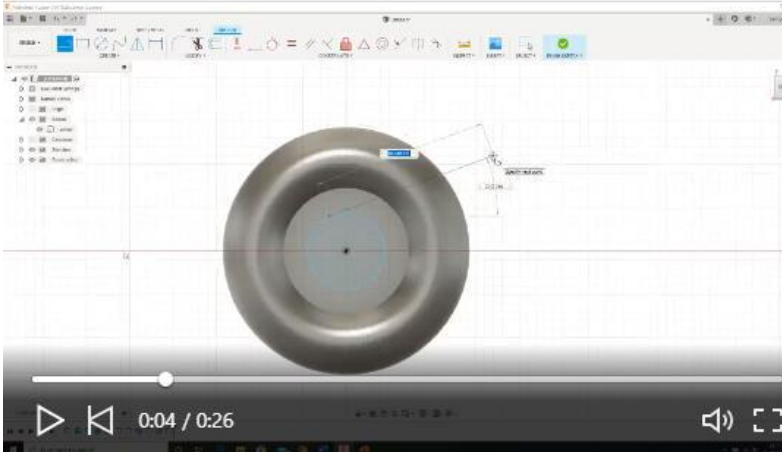




# Week 3-4 posts

 **Sam Lewis**  
Student at University of Winchester Studying Computer Aided Design  
1w • Edited • 

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](#)



 **Sam Lewis**  
Student at University of Winchester Studying Computer Aided Design  
1w • 

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

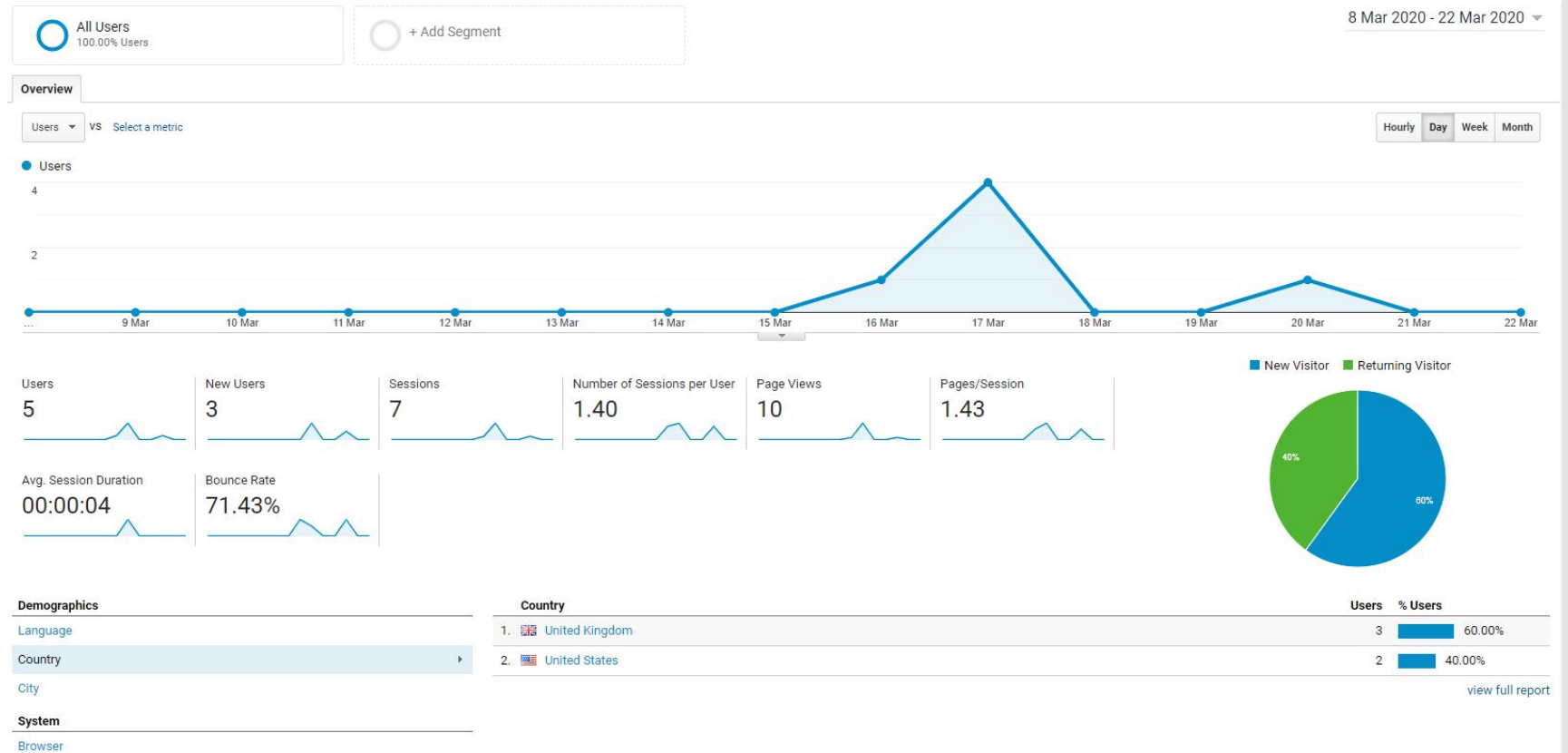
<https://lnkd.in/eV4ZG9K>

[#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



**Sam Lewis**

Student at University of Winchester Studying Computer Aided Design

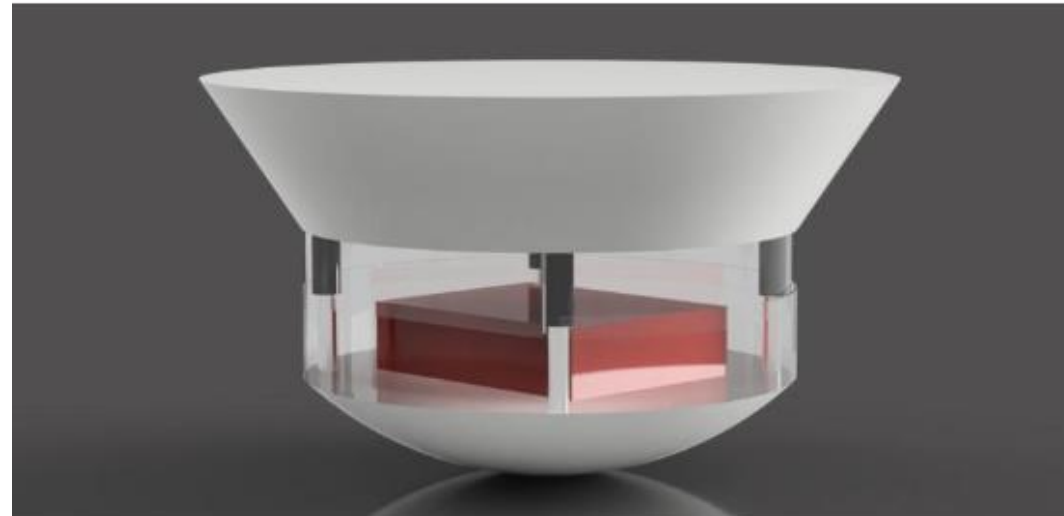
1h • 🌐



for the Royal Society of Art projects, I created a submission for the student design awards. You can see my full submission at:

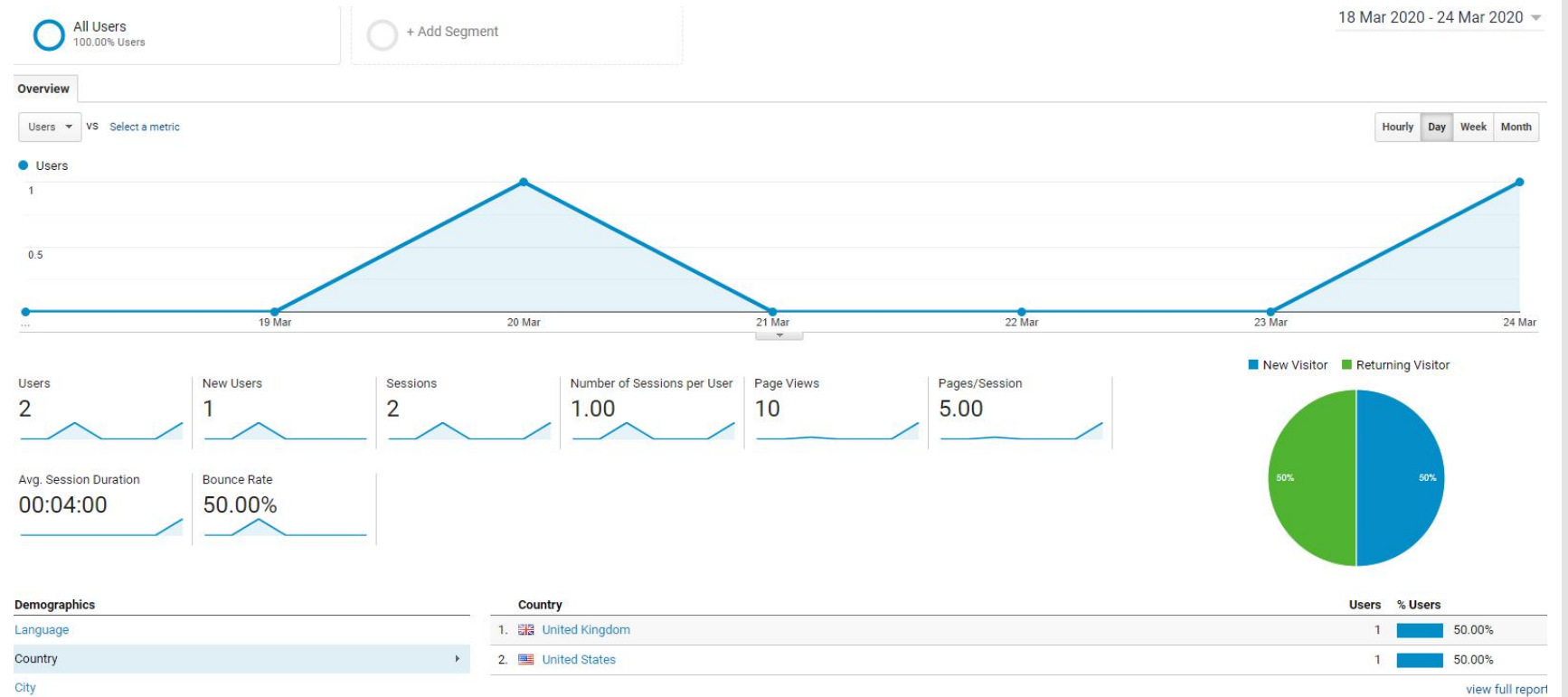
<https://lnkd.in/dh76Ntw>

#autocad #design #caddesign #rendered #fusion360 #productdesign #cad  
#winchester #3d #designawards #project



# 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 Went Well

I 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 devices (I did a little of this before the campaign but I need to do it fully in order to be consistent and professional)