



Digital Manufacturing Centre

WVSP

The Digital Manufacturing Centre Evaluation

Oct-Dec 2020

PROVA

OCT-DEC: CAMPAIGN OUTCOMES



15
Press cuttings
generated



809
New social
followers



4,043
Social media
engagements



800K+
Media
circulation



108K+
Social media
impressions

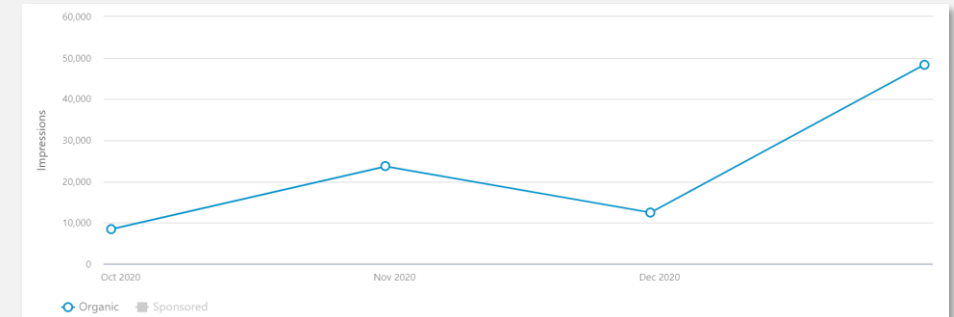
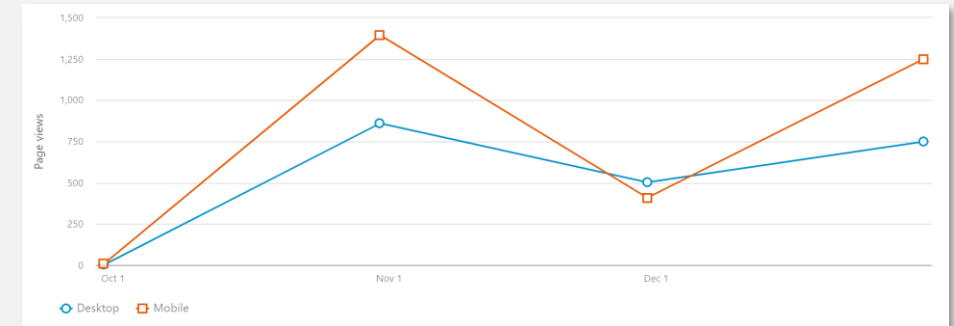
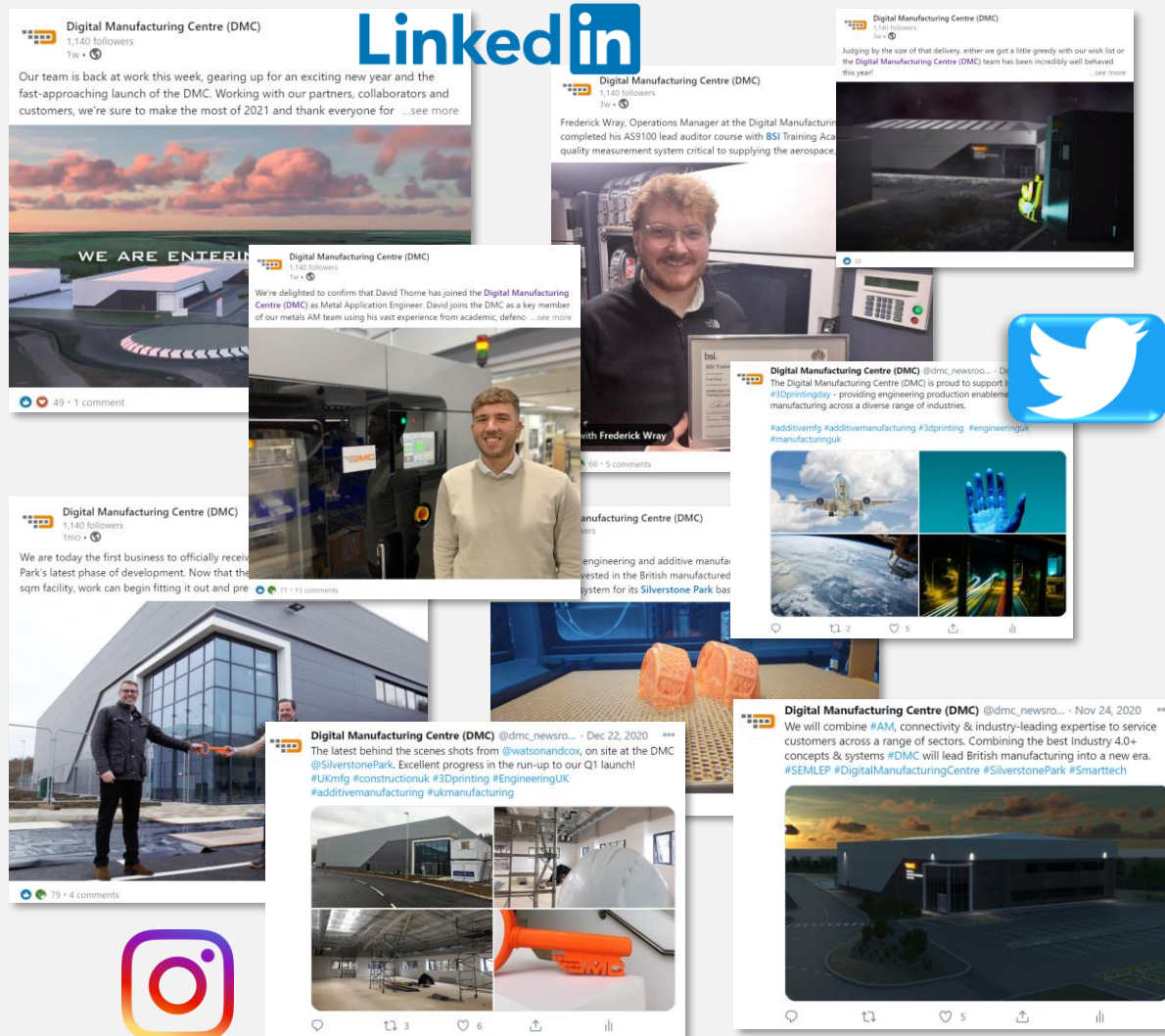


1,047
Unique web
visits

OCT-DEC: MEDIA FOCUS



OCT-DEC: DIGITAL FOCUS



Top job functions		Visitors	% of Visitors
Engineering	213	28.03%	
Operations	125	16.45%	
Business Development	87	11.45%	
Sales	74	9.74%	
Information Technology	55	7.24%	
Education	36	4.74%	
Marketing	28	3.68%	
Program and Project Management	24	3.16%	
Research	16	2.11%	
Product Management	15	1.97%	



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