

8: Measuring Video Success

Measuring your efforts are vital, have you made any progress? You can build an entire, well-thought-out video marketing strategy, but if you can't measure its impact, what's the point? You want to be able to see what viewers are watching, even what's not working and tempting them toward someone else. Which taps should you switch off and which ones should you open even more.

Surprisingly 72% of marketers aren't measuring video's impact, or they're doing so at a very trivial level, like view counts, at best. Measuring video's impact is much more than view counts. Because... well, logic: you don't measure your website's success by page views alone, so why would you measure a video's success by views? Imagine your viewers all clicked play but then all dropped off within 5 seconds.

Instructions:

Write down your goals from Step 1. Then choose from the metric bank which metric(s) is/are best suited to measuring the success of your goal. Be sure to set a defined target. Note that, unlike a word bank (or any other bank, for that matter), you can withdraw metrics from the bank multiple times for different goals! If you have additional metrics in mind, add them to the bank!

Video Measurement Worksheet ^{1/2}

Metric Bank:	
Brand Engagement <ul style="list-style-type: none">• Number of Views• Number of Shares• Attention Span	Demand Generation <ul style="list-style-type: none">• Number of New Leads Generated• Number of Opportunities Influenced• Amount of Pipeline Influenced• Amount of Closed Revenue Influenced (ROI!)
Click-Through Rates <ul style="list-style-type: none">• Email Campaign CTR• Video Engagement CTR• On-Page CTR (completion of CTA)	Other <ul style="list-style-type: none">•••••

Video Measurement Worksheet 2/2

	Goal	Metric & Target	Metric Source
1			
2			
3			
4			

Our [BOXmedia] vision is to be UK's goto video marketing agency,
to help businesses increase sales and communicate more
efficiently using video in this ever evolving digital space.



STRATEGY | PRODUCTION | MARKETING

Box Media Studios Limited, Unit B, Limewood Court, Leeds LS14 1NF

Company registration 4714288 | VAT number 545 645 427