

Video Marketing Analytics

If you love creating videos, you're probably the type to create content and ask questions about its effectiveness later. As a casual YouTuber, that's fine, but if you want your channel to become a main source of income for you, doing a little research about your video analytics can be a total game-changer. Making the effort to see the value and popularity of your videos is worth it, and most of the time, you can do it for free!

The term "video marketing" sounds scarier than it actually is. Video marketing boils down to understanding who views your videos and why, and then using that information to tailor your next videos based on your audience. It's a real lesson on identifying wants and supplying those wants with the appropriate content.

Who is your audience?

Good question. YouTube is a giant platform, so who knows who could be seeing your content. You could have views coming from all over the world and not be aware of it. Taking the extra steps to identify your audience can help you optimize content and increase engagement. Once you know who is tuning in on a regular basis, you can get to work creating material you'll know they will love. Another impactful way to gain feedback about your videos is to allow a comment, like, or subscribe feature so your viewers can tell you precisely what they like or don't like. Just like being available for your customers in person, creating content they ask for or enjoy in the form of videos shows that you care and are paying attention. Everyone loves good customer service!

If you're still confused about identifying your audience, you could create a test group to get their feedback about your video marketing strategy. This makes it easier for you to make the necessary improvements to your content faster than you would be able to otherwise. Just make sure those who are in your test group have no prior knowledge of your videos and don't know you personally – just so they can stay totally objective when giving you feedback. You want total honesty here, and constructive criticism can do great things for your online marketing.

What is your audience choosing to watch?

Once you identify your audience, you can figure out what kinds of videos they are interested in watching, which videos they come back to, and how long they typically spend watching your content. Do you find you have the most views with shorter videos over longer ones? This might be an indication that you need to cut down on the length of your videos. If you're noticing a drop-off of viewers when you post longer videos, consider condensing the information you're creating into more manageable "snacks" so your viewers aren't overwhelmed.

The part of your videos that is losing your viewers might not even be your too-long clips. Think about your intro, the quality of your equipment and editing, and the lighting and all-around feel. It could be any of these things, and the solutions to fix those problems are no sweat!

How is your audience watching your content?

Like we've mentioned before, determining how your audience is experiencing your content helps you create more of what they like and less of what they don't. For this reason, it's especially important to understand which video-capable platforms your audience is using to tune in. If your audience is mostly on mobile devices instead of desktops, try adding clickable calls to action (or CTAs) embedded within your video so viewers can click that and jump directly to your home page easily. If they're on a desktop, consider linking other important videos (from you, of course) that they can jump to seamlessly once their current viewing is over. This way, you'll get repeated traffic to your channel. Make sure you don't have any "dead air," or time in your video where the screen goes black for too long. This could confuse your viewers into thinking the video is over and have them click away too soon – robbing them of the full experience of your video and robbing you of precious views. Of course, the reason you use video marketing to build your business shouldn't just be for views, but we know they're still important.

Now that you know who your audience is, what they watch, and how they watch it, it's time to put your numbers to the test to see what you could do differently, or what's working and can stay the same. Most of the platforms you'd normally use to post videos come with a free analytics tool, including Facebook Insights, YouTube's Analytics suite, and Google Analytics. Visit each site's Help Center for more information about getting started, running tests, and seeing results.

Harnessing the power of video to boost your business has never been easier. Instead of shying away from making much-needed improvements on the internet due to unfamiliarity or cost, now you can embrace what it means to be a video marketer by following our simple steps. Remember, by choosing to not take advantage of video marketing as a viable source of traffic to your site or store, you're missing out on valuable opportunities to interact with people all over the world. Don't just create videos and send them out into the void! Do the necessary tests to ensure what you're doing is working, and good luck reaching the far corners of the internet with your amazing videos.