



# How to easily measure your next video marketing campaign





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# Introduction

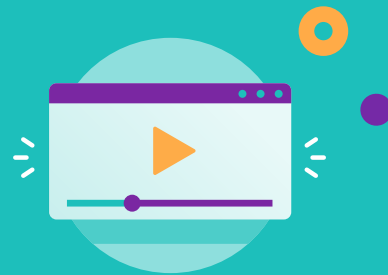
## Hi there!

When it comes to incorporating video into your marketing strategy, it's super important to efficiently measure your campaign performance, so you can figure out how well your campaign did overall, spot areas where you can improve, and get to know your audience a lot better. After all, you want to make sure you're connecting with the right people at the right time in the best possible way!

In terms of campaign measurement, we understand that you need clear results that can be reported and improved on to better inform your overall marketing strategy, which is why we've put together this easy step-by-step guide to measuring the results of your next video marketing campaign, including a bonus section on how to analyse your social media campaigns!

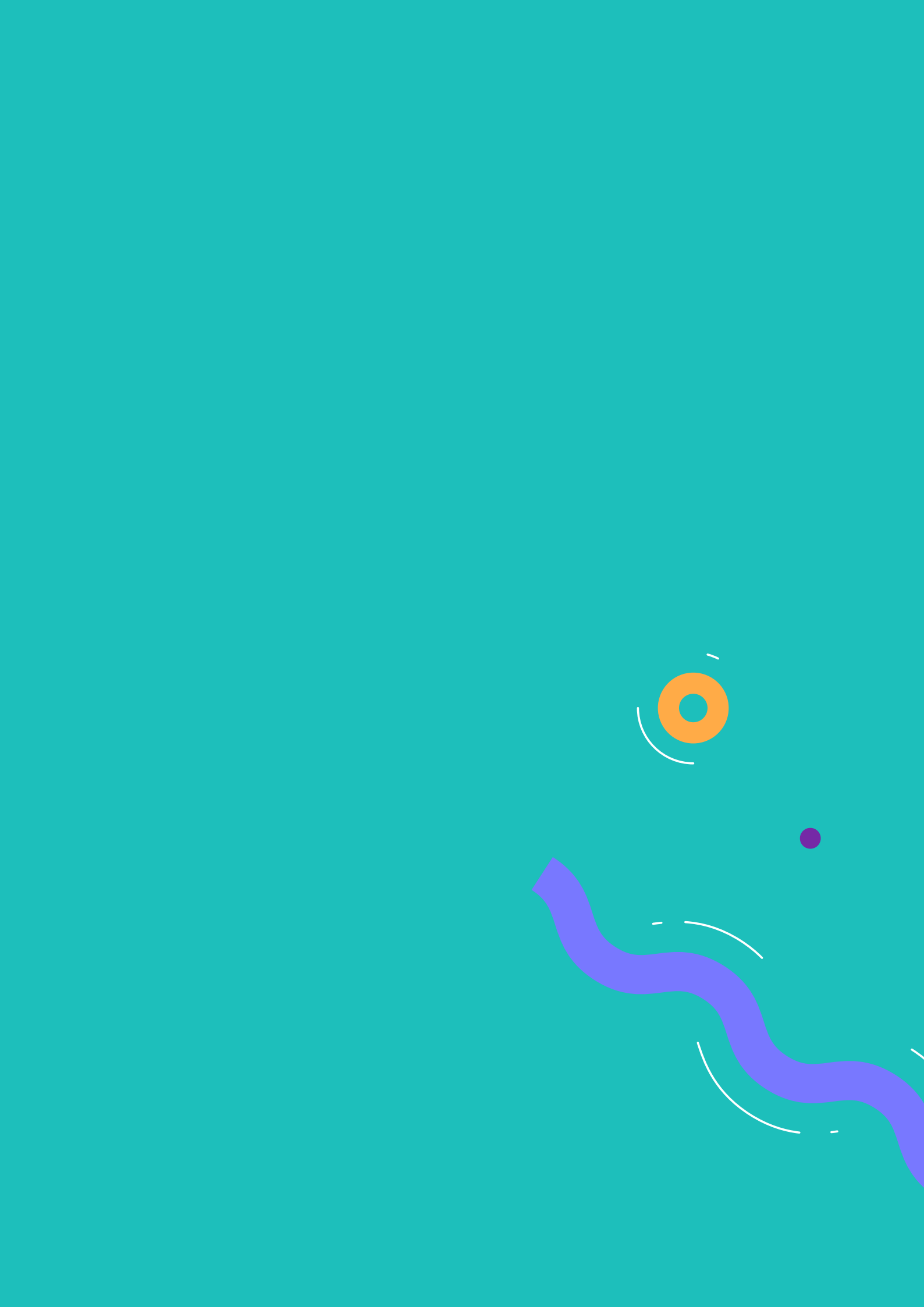
We hope you enjoy it, and don't forget to reach out if you have any questions or queries!

## #TeamMoM



## Check out some of our case studies

Here at Ministry of Motion, we provide scroll-stopping and jaw-dropping content that will engage with your target audience in a whole new way, across a range of sectors from medical to technical and beyond! Make sure to check out our case studies for inspiration for your next campaign.



# Setting Goals

Before you start worrying about the tone and messaging of your video, it's important to first answer this one simple question:

**What are you hoping to achieve with your campaign?**

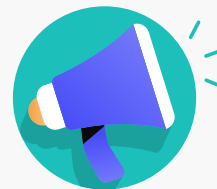
The answer to this question will then go on to inform your content strategy. For example, if you're hoping to increase engagement on social media, you'll need content that has high shareability, or if you're hoping to explain a complicated system or procedure, you know you'll need clear graphics and an easy-to-understand script.

Below, you'll find some of the most common goals found in video marketing, so make sure to take a look and determine how you want your video content to affect your audience and overall strategy!



## Explaining complex ideas or products

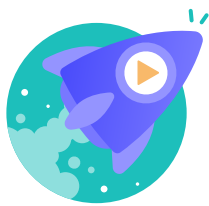
Producing high quality video content is an effective way to simplify and explain complex ideas or products to your audience, making it easier for them to understand and engage with your content.



## Brand awareness

Video & Animation can help increase brand awareness by creating a unique and memorable visual identity for your brand, making it easier for customers to recognize and remember your company.





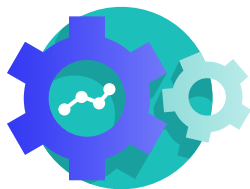
## Marketing and advertising

Animation is a powerful tool for marketing and advertising, helping to increase conversions, generate leads, and drive sales.



## Internal communication

Video and animation can also be used for internal communication, such as sharing company updates, policies, and procedures with employees in a clear and engaging way.



## Employee training and development

Corporate video offerings can be used for employee training and development, providing an engaging and interactive way to educate and train employees.



## Driving engagement

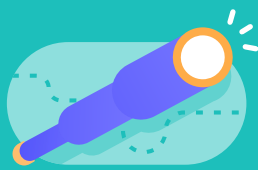
If you want to gain a further reach on social media or drive more traffic to your website or landing page, video and animation can help increase your reach and introduce your brand or product to new audiences.

# Engagement Metrics

Now that you have a clear goal for your campaign, it's time to move on to deciding how that goal is going to be measured!

In order to effectively measure the success of your video marketing campaign, you'll need to track engagement metrics such as views, likes, comments, and shares. These metrics indicate how well your video resonated with your audience and how engaged they were with your content.

We've provided some handy metrics depending on whether you want to interest your audience, interact with them, or influence their decision-making process!



## 01. Interested in Content

### Metrics to focus on:

Number of unique visits

Frequency of visit

Recency of visit

Depth of visit

Time on site

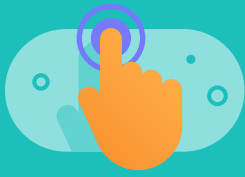
Bounce rate (inverse)

Average time on page

Duration watched

etc.





## 02. Interactive with Content

### Metrics to focus on:

Click tracking for key on-page elements

Comments

Email sign-ups

Feed subscribes

Chats

Social followers

Likes, +1's

Clickthrough

etc.



## 03. Influenced by Content

### Metrics to focus on:

Total conversions

Lead submissions

Social shares

Retweets

Contact initiations

Direct references

Back-links

etc.

# Monitoring Conversions

So you know what you want your video marketing campaign to achieve, and which metrics you're going to use to track it's progress! Now it's time to launch your campaign and start monitoring it's effectiveness.

Conversion rates are crucial in measuring the effectiveness of your video marketing campaign. By tracking how much of your target audience took the desired action, such as filling out a form, making a purchase, or subscribing to your channel, you can get a good idea of how effective your content is in achieving your goal, and figure out whether you need to make any audience adjustments to make sure your campaign is converting!



# Analysing Your Audience



In a perfect world, your target audience and your actual audience will be one in the same, however there may also be a divide between people who are currently engaging with your brand and content versus groups that you are deliberately trying to target – and this can be especially true for those who are trying to reach new demographics and audiences!

For example, if you're selling tea bags, you know you have an avid audience of tea drinkers who will like, share, and generally engage with your content; this is your existing audience.

The real challenge then comes from trying to convert those pesky coffee drinkers – or your target audience – to your product, and the first step is to make sure they're seeing your awesome video content! The easiest way to do this is to make sure you understand which demographic your audience best fits into – we've highlighted some key demographics below, but make sure to map out your own to have the best chance of converting new users!

## Now, who fancies a cuppa?

**Age:** With recent data showing that over half of the users of popular social media platform TikTok are under the age of 24, it's essential to analyse the age demographic of your existing and targeted users to make sure you're hitting the right audience on the right platform. For example, if your product or service is targeted at an audience with an age of 55+, you can expect more success from a Facebook marketing campaign as the preferred platform for that demographic!

**Geography:** With different geographical locations come different expectations, customs and colloquialisms – by understanding these, you can develop more engaging campaigns that feel personalised to a certain area or region! For example, would you like a cup of tea, a brew, a cuppa, or a bevvy?

**Income/Job Level:** This one is all about buying power – if you're running a B2B campaign, it's super important to make sure you're targeting decision-influencers or decision-makers in your campaign so you know that your content has a better chance of affecting a conversion. Meanwhile, in B2C sales, it's vital to ensure that your product or service is being directed at an audience that can see the value in the spend – for example, you wouldn't want to market a Lamborghini solely to high school students who have no main source of income!

# Measuring ROI

It's time to get mathematical! While ROI can seem like industry jargon, it's a super important way to report on your campaign!

At its core, ROI, or Return on Investment, is simply a way of measuring your campaign spend against your campaign profit to give you a success rate that's usually expressed as a percentage.

For example, if you spend £5000 on your campaign, and then that campaign generates £8000, your formula would be £3000 (£8000 - £5000) divided by £5000 and multiplied by 100, giving you a final ROI of 60%.

To work your campaign ROI, you can use the following formula: **Profit** (Campaign Generated Income - Campaign Spend) **divided by Campaign Spend, then multiplied by 100.**



So what does it all mean? Accurately Measuring your campaign ROI can help your overall marketing strategy in three key ways:



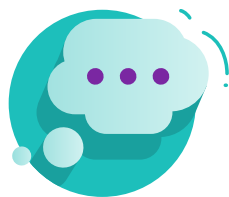
## Budget Allocation

Sometimes companies don't have a lot of cash to spend on marketing. That's why it's super important to know how to use every penny in the best possible way. By measuring your ROI, you can figure out which actions require less money but still bring in a good return, helping you to manage your overall budget and get better results!



## Hitting Your Goals

With all this precise data at your fingertips, you can create killer campaigns that really deliver the goods for your company. And the best part is, when you use good tools to track your metrics, you'll get even more accurate reports and be able to make even smarter decisions. So, let's get tracking and start smashing your marketing goals!



## Decision Making

There are so many great marketing strategies out there that it's usually just not feasible to use them all at once. That's where ROI comes in! By figuring out which strategies are bringing in the most money, you can decide which ones deserve the biggest chunk of your budget and pick the strategies that are the best fit for your business!

# A/B Testing

A/B testing is a crucial aspect of any video marketing campaign. Let's dive into why!

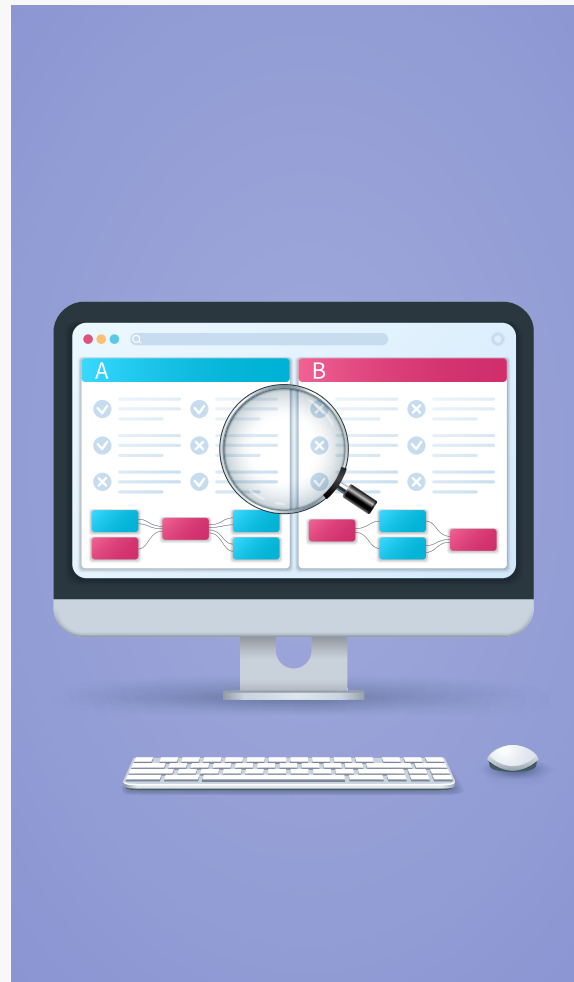
When producing a video ad or campaign, it's important to understand how different elements of your video can impact your audience's response, especially if you're working with new audiences or trying to improve your reach. That's where A/B testing comes in handy!

A/B testing involves creating two versions of your video with one difference between them – this could be something minor such as a different background colour, a different opening line, or a different call-to-action, or a bigger change such as a different editing style or format, or a longer or shorter duration. Then, you can show each version to a different group of viewers and track which version performs better in terms of engagement, clicks, and conversions.

By doing A/B testing, you can find out which elements of your video are resonating with your audience and which ones are not. This information can help you optimise your video for maximum impact and improve your overall marketing strategy.

For instance, if you find that a particular call-to-action generates more clicks than another, you can incorporate that CTA in your other marketing materials to increase conversions. Or if you find that a certain visual element gets more engagement, you can adjust your video accordingly to make it more appealing to your audience.

In short, A/B testing is important in video marketing campaigns because it allows you to fine-tune your videos for maximum impact and gather data to make informed decisions for your overall marketing strategy.





# Bonus Content: Social Media Campaign Measurement

Social Media is a great way of sharing your video campaign, however it's important to create a separate set of metrics for social media campaign measurement to best align with your campaign goals.

## Analyse reach

Reach is the number of people who have seen your video, and it is a critical metric for measuring the success of a social media video marketing campaign. By tracking your reach, you can identify how effectively your video is reaching your target audience.

## Measure sentiment analysis

Sentiment analysis is the process of analysing the sentiment of the comments and reactions to your video. It helps you determine whether your video is being perceived positively, negatively, or neutrally.

## Track referral traffic

Referral traffic is the number of people who click through to your website from your social media channels. By tracking referral traffic, you can determine how well your video is driving traffic to your website.



## Don'ts

Don't get caught up on view count as a standalone metric – it's easy to fall into the 'Let's Make This Go Viral' mentality with social media marketing, however when using these platforms for your campaigns, it's more important to hit a smaller, more targeted audience than a large viewership that aren't within your target demographic. Think of it this way – 1 conversion in 10 views is going to give you a much higher ROI and engagement rate than 1 conversion in 1000 views!



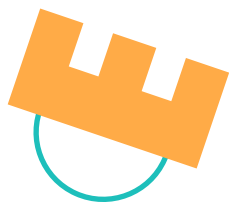
# Conclusion

Now that you have everything you need to accurately track and measure your next video marketing campaign, it's time to start making #MovingImageMagic.

For more insights into the process of working with a video agency, make sure to check out our Comprehensive Guide to Creative Video – and if you need help creating your video brief, you can download our free template [here](#).

Ministry of Motion is here for you every step of the way in your video and animation journey, so feel free to reach out with any questions or queries, or for a more in-depth chat about your next campaign, you can book a meeting with our Founder Andy Sones via [this link](#).

**Happy Marketing!**



## Let's start a project together

We're experts at communicating complex subjects in simple, digestible ways. Whether you're looking for engaging animations, scroll-stopping motion graphics or the next big thing in video content. We'll bring a fresh perspective to your next campaign, while remaining flexible on timelines and delivering top-quality content to wow your clients. Get in touch today to learn more!

# Contact

Do you have a project that you'd like to discuss?  
Get in touch today to discuss how we can best  
assist you.



**ministryofmotion.tv**



hello@ministryofmotion.tv



+44 (0)121 262 4200



# Resources

If you've enjoyed diving into this e-book, we've got even more exciting resources for you to explore! Here at Ministry of Motion, we offer valuable content that can take your marketing efforts to new heights. From in-depth reports to engaging case studies, our additional resources are designed to inspire and educate. Whether you're a seasoned marketer or just starting out, there's something for everyone. Here's just a couple of resources we think you might enjoy, or you can head over to our Resources Page for our full range of blogs, reports and e-books.

## **Ebooks**

The comprehensive guide to creative video >

## **Templates**

Video brief template >

