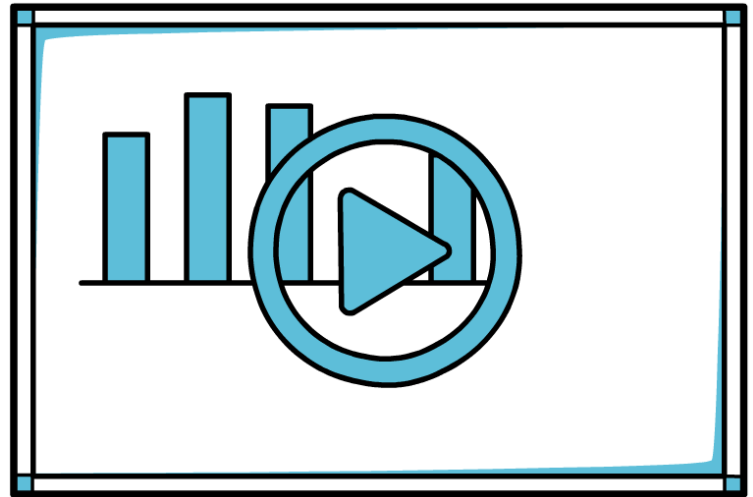


Video reporting worksheet

So you've just wrapped up your latest video marketing campaign, let's look at how it performed. Through this editable report, you'll be able to document whether your videos hit your objectives and what you've learned for future campaigns.

Simply enter your answers into the boxes as we go.



1. Your campaign overview

This campaign is called:

It ran from: Until:

Brief description of the video campaign:

2. Your objectives

The smart objective for this campaign was:



Top tip: Smart objectives are Specific, Measurable, Achievable, Realistic and Time-bound.

3. Determine the KPIs of your campaign

We measured the success of this campaign with the following metrics (tick all that apply):

- View count
- Play rate
- Average view duration
- Engagement with your video
- Click-through rate
- Conversion rate
- Return on investment (ROI)
- Negative feedback
- Top location & audience
- Bounce rate
- Subscriber and fan growth

4. Measure your performance

Here's how we did in comparison to our targets:

View count

Achieved: Target: Outcome:

Play rate

Achieved: Target: Outcome:

Average view duration

Achieved: Target: Outcome:

Engagement with your video

Achieved: Target: Outcome:

Click-through rate

Achieved: Target: Outcome:

Conversion rate

Achieved: Target: Outcome:

Return on investment (ROI)

Achieved: Target: Outcome:

Negative feedback

Achieved: Target: Outcome:

Bounce rate

Achieved: Target: Outcome:

Subscriber fan growth

Achieved: Target: Outcome:

Audience demographic and location:

5. Learning from your results

Statement of results:

The three key lessons I've learned for future campaigns are:

1.
2.
3.

Ready to get creating? Start a free 7-day trial of VideoScribe today

