

Video Your Way

8 Week Email Series!

Video 8: Well...? How'd it Go?

Watch the video: developplayllc.com/vyw-week8

Now that you've shared your video, how do you know if it worked?

Where and how did you share your video?

Where did you see good responses?



Questions to Ponder

Now that you've shared your video, you need to know if your video is working. Enter video analytics and reflection!

What are your current video analytics numbers (views, watch time, engagement, etc)?



What do those numbers mean for the success of your video? Did your video work the way you thought it would?



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What things could you do to increase the views, watch time or engagement with your video?

What did you learn about what works (and what doesn't) for YOU when making a video? 

What might you try differently next time? Will there BE a next time?



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How could you improve your video skills? What could you ask for help on in the future?



Jumpstart Activity

Create your own data dashboard.

Though the first few days and weeks after your video's launch are important, keeping an eye on your analytics data over time can help you understand how your video is doing long term, and inform what other kinds of videos you might make.

So, create a data dashboard that tracks the analytics you most care about over time to learn more about how your video is working for you over the long haul.

Data	1 week	1 month	3 months	6 months	1 year
Views					
Watch Time					
Engagement					

