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**Video Marketing on Facebook:
Understanding the Metrics that really matter**



If you've heard it once, you've heard it a thousand times: on social media, and digital marketing in general, video marketing is the next big thing. But what does that actually mean? Should you simply shoot a video, and hope that it does well in reaching the right audience and prompting the right action?

The answer to that question, naturally, is a definite no. Even if you follow all available optimisation tips and best practices for video marketing on Facebook, you still don't know if the specific video you use will actually work well for you in growing your business.

Instead, you need success metrics. You need specific benchmarks that tell you exactly what you need to know about reaching potential customers in the Property, Education, Health or Technology Sector. These are the Facebook video metrics that really matter.

First Step: Understand Your Marketing Goal

The problem with finding the perfect metric to measure your marketing success is simple: it doesn't exist. Instead, every benchmark you will find is only as good as the goal it seeks to track. In other words, being successful in digital marketing and video marketing on Facebook specifically depends on effective goal setting.

What exactly does your Facebook video need to accomplish? Are you looking to simply maximise your brand exposure and awareness in and around Sydney, or do you want to drive conversions on your website? Is the goal to get your brand in front of Australian business decision makers, or individual consumers?

A goal without a plan is just a wish.

These are just some of the questions you will need to answer as part of your goal setting process.

Second Step: Find the Right Metrics to Measure Success

Once you know your primary goal, it's easier to select the metrics that actually help you measure progress toward that goal. One caveat: anytime you engage in video marketing on Facebook, you will be tempted to count total video views as a major factor. Don't.

Because videos auto play in your audience's news feed, these views will count potentially thousands of users who are simply scrolling by. Instead, focus on the below metrics, which are more indicative of actual success:



Total Reach. Forget about impressions, and focus on reach instead. These are the total number of users who have come across your video. If your goal is exposure, it's a vital metric to keep in mind.

Engagement. Shares are particularly valuable when it comes to Facebook video. They tell you how many people didn't just watch your content, but felt excited enough about it to share it with their friends. Each share also has the potential to multiply your reach, and adding free exposure to your video ad.



Video Views to 25 Per Cent. If you're looking to get an accurate view count, this metric can help. Users who view a quarter of your video were at least interested enough to stop scrolling in their news feed and pay attention.

Average Video View Length. When related to the total length of your video, this metric gives you a great indication of what your audience thinks about your video. The longer the duration, the better your content was able to capture your audience from the first second on.

View-Throughs. Users who view your video from beginning to end are immensely valuable. Especially when comparing your own video against your competition or previous content, this metric tells you not just how good your content is, but also how well your audience is targeted.



Clicks. Both at the end of the video and in a link within the ad itself, your viewers may be able to take a step beyond viewing your content. Tracking this metric allows you to better understand whether your video included an effective and compelling call to action and next step for your audience.

Which of these metrics matters most for your business depends entirely on your marketing goals. If you are looking to raise brand awareness amongst Australian property owners, clicks are not likely to be immensely valuable. On the other hand, total reach won't matter much if your goal connects to website conversions.

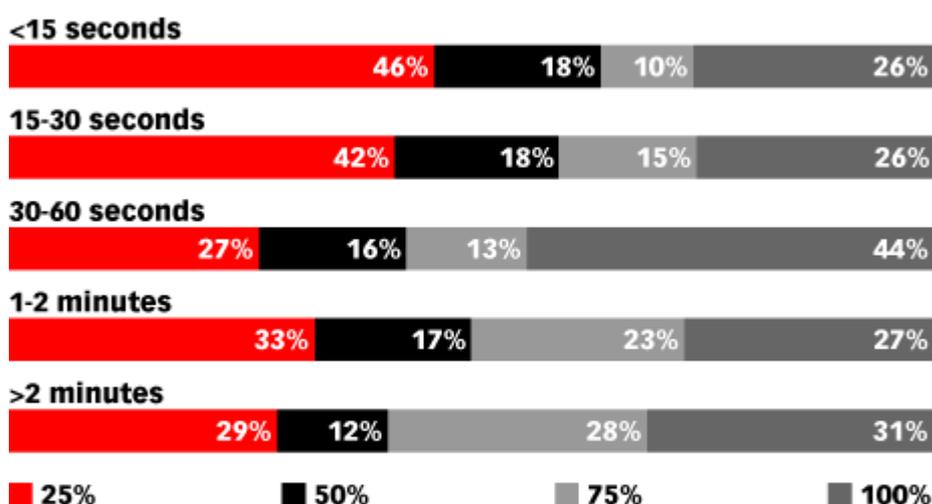
Third Step: Establish Success Benchmarks

Of course, all of the above metrics matter little if you don't know what to measure them against. Is a 20 second average view length good or bad? Should I worry that only 1/10th of the total video views actually watched my content until the 25 per cent mark? To answer these questions, you need effective benchmarks.

Fortunately, a number of online resources can help you in that endeavour. eMarketer, for instance, helps you understand how your video view length might compare to your competition:

US Facebook Video Ad Benchmarks: Completion Rate, by Ad Length, Q2 2016

% of total impressions analyzed by Kinetic Social



Note: represents activity on the Kinetic Social platform, broader industry metrics may vary; read as 46% of viewers stopped watching a 15-second video after watching 25% of it; numbers may not add up to 100% due to rounding

Source: Kinetic Social, "Q2 2016 Social Trends Report," July 13, 2016

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www.eMarketer.com



Once you have engaged in Facebook video marketing for a while, you can begin to compare your current reports with those of your past. You can even set individual goals that call for a certain improvement in how your video ads perform over time.

Final Step: Evaluate Your Facebook Video Marketing

Finally, it's time to learn your lessons. Once you know how to measure success, and how your success actually compares with other videos on the network, it's time to put those insights into action.



Now, you can begin to truly optimise your videos. Change the length, the focus, and even the value proposition of the video. Engage in A/B testing to determine which piece of content is most successful in helping you reach your central marketing goals.

Video marketing on Facebook has the potential for immense success. But to get to that point, you need to make sure that you can actually measure and optimise your efforts. The above metrics, along with a number of relevant benchmarks, can help you get started in that quest.

