

OVERVIEW

On-demand experiences can take your digital-first marketing strategy to the next level. In addition to maximizing content ROI, it is a massive data and insights opportunity for teams. Marketers must recognize the data opportunity that on-demand experiences create. In this playbook you'll uncover how to capture data from on-demand experiences.

OUTCOMES OF THIS PLAY



Greater Audience Insight

With more information about the behavior of your audience, you can act on this information across sales and marketing. It is critical to compare this against the behavior of audiences during live experiences to further refine the content and strategy for targeted personas.



Improved Content ROI

By reusing content multiple times, you'll be able to increase its ROI. This also eases the burden of the team in charge of content production, especially for presenters.

PROCESS

1. Capture

While an on-demand strategy may seem like a place to “set it and forget it,” that is not best practice. Check in at least monthly on how the on-demand experiences are performing and once a week when it is initially launched. Set up automated reports when possible or have it as an agenda item on standing program check-in meetings to ensure it is operationalized into team workflows.

2. Analyze

It is important to identify trends in content consumption. It is expected that there will be a spike when the content initially launches, but it will require ongoing promotion for audiences to discover it. Leveraging blog posts and social media are best practice to keep a consistent cadence of new audiences to the content. Further, directing back to these on-demand experiences when promoting new digital experiences can help to improve registration to attendee conversion rates.

3. Share

It is critical that the insights from the on-demand experiences be applied across multiple marketing functions. It can be used to inform personas about content preferences. It can be used as an important delivery channel for other upcoming programs. It will also allow you to understand where there are opportunities to re-think how on-demand channels or hubs are currently being used. Watch out for content that needs a refresh in these channels, for messaging, brand or product updates.

4. Improve

The learnings from the data can be used to improve the on-demand experiences. For example, if you notice that the majority of viewers stop watching at 15 minutes but most of your on-demand content is 30 plus minutes in length, you could revise the content to meet those demands. Many companies will implement a strategy of taking webinar or video content and shortening it into separate videos, turning one experience into three or four. By breaking it into more digestible pieces, audiences can also better navigate just to the question or topic they were hoping to address.

DATA

- Views
- Length of session
- Unique visitors
- Email subscriptions
- Comments
- Length of viewing
- Total Engaged minutes

NEXT STEPS

Making sure that checking-in on your on-demand content is critical. This will allow you to find out what's working and create course corrections as needed. By having a cycle of continuous improvement, you will ensure that you and your marketing organization will find value in your on-demand content strategy. From here, on-demand will no longer be the graveyard of pre-recorded content, but rather a robust channel to engage with and captivate audiences.