

CHALLENGE



VIDEO CONTENT AUDIT GUIDE

Evaluate Your Video Content: From Audit to Action

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INTRODUCTION

Welcome to the Video Content Audit Guide

This guide is designed not only to audit and identify gaps in your existing video strategy, but also to start you on your journey to modernise and enhance your video marketing efforts.

By evaluating your current content and aligning it with key stages of the student journey and critical academic dates, this guide provides a valuable starting point for leveraging what you have and creating impactful new videos.

We've made it easy for you to start, offering practical steps and strategic insights to transform your video marketing and engage your audience more effectively.

Let this be your roadmap to a more dynamic, engaging, and successful video content strategy.

Note: Journey/ Stages, examples and ideas are given as suggestion only.



AUDIT WORKSHEET

The audit worksheet (see next page) is designed to help you systematically evaluate and optimise your existing video content for Personalised Video Marketing (PVM) campaigns.

Follow the steps below to effectively use the table and assess each video.

Columns Explained:

1. Video Title: Enter the title of the video you are evaluating.
2. Content Type: Specify the type of content. Examples include promotional, informational, testimonial, etc.
3. URL/Location: Provide the link or storage location where the video can be accessed.
4. Date Created: Record the date when the video was created to see if this is still relevant or now aged out.
5. Target Stage: Identify the target audience stage. This could be prospective students, current students, alumni, Sports clubs/Societies etc.
6. Topic: Note any specific events or occasions the video is associated with, such as Open Days, Results Day, Welcome Week, Recruitment, Graduation etc.
7. Total Views: Enter the number of views the video has received to date, how popular is this video?
8. Quality of Production (1-5): Rate the video's production quality on a scale of 1 to 5 (1 = Poor, 5 = Excellent).
9. Brand Alignment (1-5): Rate how well the video aligns with your current branding on a scale of 1 to 5.
10. Do we have source files (not vital): Indicate whether the source files for the video are available (Yes/No).
11. Overall Suitability Score: Give the video an overall score, using the information you now have.
12. Comments: Add any additional notes or recommendations for the video, such as required updates or potential repurposing ideas.



Video Title	Content Type	Location	Date Created	Target stage	Topic	Quality of Production (1-5)	Brand Alignment (1-5)	Do we have source files (not vital)	Overall Suitability Score	Comments
Example Video 1	Promotional	YouTube	dd/mm/yyyy	Prospective Students	Campus tour	5	4	Yes/No	21	Needs updated branding
Example Video 2	Informational	Vimeo	dd/mm/yyyy	Current Students	Graduation	4	3	4	18	Add new info on curriculum



CONTENT GAP ANALYSIS MATRIX

Now you know what video content you currently have, you need to identify content gaps based on both time and journey stage.

You can use a matrix that maps out your current content against the stages of the student journey and key times of the academic year. This will allow you to see where additional content is needed and plan accordingly.

Matrix Structure:

Columns: Represent key time periods throughout the academic year.

Rows: Represent different stages of the student journey.



CONTENT MATRIX

The Content Gap Analysis Matrix is useful for identifying and addressing gaps in your video content strategy.

By mapping existing content against key time periods and stages of the student journey, this matrix provides clear insights into where additional videos are needed. For instance, during the "Awareness" stage from September to November, prospective students can benefit from promotional videos about open days. As they progress to the "Application" stage in December and January, content such as application guides and personal statement tips becomes crucial. Each cell of the matrix offers targeted suggestions, like creating videos on exam preparation for the "Exams" stage or graduation celebration videos in July.

This structured approach ensures that your video content is not only comprehensive but also strategically aligned with the academic calendar and student needs, enhancing engagement and support throughout their educational journey.

Overleaf is a suggested complete matrix that will offer you some examples and ideas you can borrow from.



CONTENT MATRIX - EXAMPLES AND IDEAS

Journey Stage	Sept - Nov (Awareness)	Dec - Jan (Application)	Feb - Apr (Decision)	May - Jun (Exams)	Jul - Aug (Results & Clearing)	Sept (Enrolment)	July (Graduation)
Awareness	Open days promo video	Christmas break video	National Student Money Week content	Exam prep video	Clearing process overview video	Welcome Week intro video	Graduation celebration video
Research	Virtual tour of campus	How to apply video	Course comparison videos	Study tips video	How to use Clearing video	Campus facilities video	Alumni success stories video
Application	UCAS application guide	Personal statement tips	Offer holder webinar	Mock exam tips video	Results day expectations video	Welcome Week preparation	Post-graduation opportunities video
Acceptance	University benefits video	Application deadline reminder	Accommodation guide video	Stress management content	Results follow-up video	Orientation event video	Graduate testimonials
Preparation	Student testimonials	Student finance guide	Scholarship opportunities video	Revision strategies video	Last-minute prep for university video	Move-in day guide	Preparing for graduation guide
Enrolment	Why choose us video	Welcome message from faculty	Pre-arrival checklist video	Summer study resources	What to bring to uni video	First day on campus video	Graduation ceremony walkthrough
Post-graduation	Career planning guide	LinkedIn profile tips	Networking tips video	Internship opportunities	Final exams and career prep	Alumni association introduction	Transition to alumni video



CONTENT MATRIX - TO COMPLETE

Journey Stage	Sept - Nov (Awareness)	Dec - Jan (Application)	Feb - Apr (Decision)	May - Jun (Exams)	Jul - Aug (Results & Clearing)	Sept (Enrolment)	July (Graduation)
Awareness							
Research							
Application							
Acceptance							
Preparation							
Enrolment							
Post-graduation							



NEXT STEPS

Brilliant! Now you know what video content you have and a clear picture of what is needed.

Prioritise Content Creation:

- Action: Prioritise creating content for the most critical gaps, particularly those that align with high-impact periods such as application deadlines, results day, and enrolment.
- Outcome: Efficient use of resources to create content that will have the greatest impact on student engagement.

Plan and Produce New Content:

- Action: Develop a detailed content production plan, including timelines, responsibilities, and resources required.
- Outcome: A structured approach to content creation ensures timely and high-quality video production.

Integrate with Marketing Campaigns:

- Action: Align new and existing video content with your broader marketing campaigns and strategies.
- Outcome: Consistent messaging and enhanced engagement across all marketing channels.

Contact Challenge Marketing:

- Action: Reach out to [Challenge Marketing](https://www.challengemarketing.co.uk) for expert assistance in developing a comprehensive video content strategy and personalised video marketing.
- Outcome: Professional support to enhance your video marketing efforts and achieve better engagement and results.

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ENGAGEMENT IS EVERYTHING

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