

# COLLEGE SENIOR YOUTUBE CAMPAIGN EVALUATION REPORT

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# TABLE OF CONTENTS

Project Overview	1
Performance	2
Recommendations	3
Conclusions	4

# PROJECT OVERVIEW

## Background

Our goal for this campaign was to create content that resonates with college seniors who are coming to the end of their undergraduate careers. We aimed to create content that showcased the experiences of college seniors and their interests. Our campaign consisted of a mix of entertainment, inspiration, and advice as students take on their final year of college. The content mix included a 24-question interview with a college senior and a Senior Year Bucket List video.

24 Questions Video: [24 Questions with Class of 2024](#)

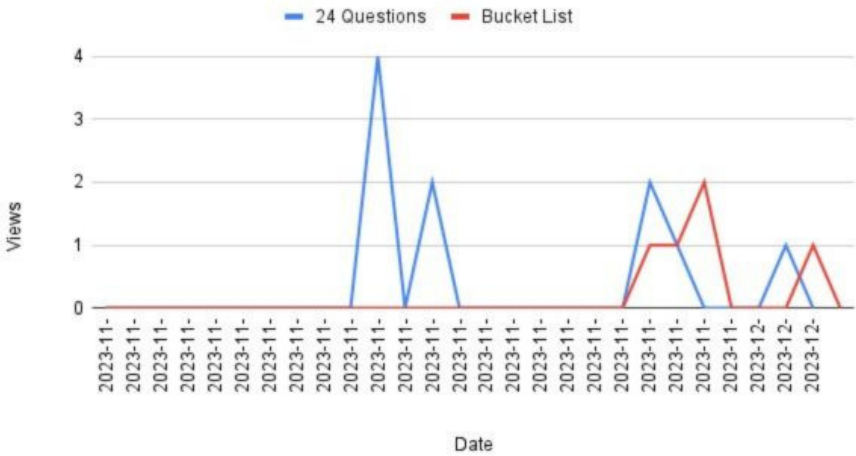
Senior Year Bucket List: [Senior Year Bucket List](#)

## Objectives

The primary goal of our YouTube campaign was to connect with college seniors and individuals who have experienced this transitional phase. We aimed to achieve this by tracking the growth in subscribers and the overall impressions generated by our content. Our second goal focused on fostering meaningful engagement, emphasizing likes, comments, and shares from current college seniors and those who have undergone similar transitions. We measured success by monitoring likes, dislikes, the quality and quantity of comments, as well as the number of shares. Lastly, we aimed to boost awareness among college students and associated groups by assessing views, overall engagement, and campaign-related mentions.

# PERFORMANCE

24 Questions vs. Bucket List Video Views



## KPI's

24 Questions with Class of 2024  
Views: 10  
Watch Time: 0.1375  
Impressions: 21

Senior Year Bucket List  
Views: 5  
Watch Time: 0.0464  
Impressions: 15

## Analysis

- The watch time for 24 Questions was significantly higher compared to the Bucket List video
- The 24 Questions video had double the views of the Senior Year Bucket List video
- Impressions were low for both videos, indicating a potential need for better discovery strategies
- The 24 Questions video performed better overall, possibly due to the engaging nature of personal experiences shared during the interview and the familiarity to Vogue's 73 questions video series

# RECOMMENDATIONS



It would be necessary to Invest more time in curating a promotion strategy and showcase the videos across, college forums, and relevant communities. Specifically, this would involve partnering with the senior class of 2024 and alumni communities across the country. It's important to also consider investing time into carefully curating eye-catching thumbnails and video titles. By incorporating the recommended strategies, future videos can better resonate with the target audience and lead to increased engagement and campaign success.



# CONCLUSION

The performance of both videos was very poor. Impressions and views were lower than anticipated for both videos, indicating a need for better promotion strategies. Overall, the content was relevant to the target audience's experiences. The interview format in the 24-question video was engaging and informative, contributing to a higher watch time. The Bucket List video may not have been engaging as it was very niche to Virginia Tech students specifically and not all college seniors around the Nation, leading to lower views and watch time.



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