



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

Even the most detailed and well-researched audience development plan will require adjustments along the way. This matters now more than ever - consider how the global pandemic forced almost all film and TV projects to adjust their release plans overnight. With physical screenings impossible, many pivoted to digital releases and online-only screenings, a format that is becoming even more prevalent as time rolls on.

## Defining objectives

Paying close attention to a project's successes online (and perhaps more importantly - failures) allows you to adjust tactics as and when they're needed.

- It might be that your audience development plan projected that your audience would gather on Instagram, but in actuality, Facebook and Twitter became the most engaged channels.
- Perhaps you had planned a series of video featurettes that fell flat and made little impact. Is it the wrong content, or the wrong channel for the target audience? Maybe it simply didn't reach many people.
- It's possible the health matter explored in your project becomes a prominent news story thanks to real-life events. For example, a government policy change around mental health funding could thrust mental health into the national conversation.
- Find out what works, and double-down on it. You can't plan for everything, but you can be prepared to pivot when needed.

## What metrics I should monitor?

It's easy enough to look at your project's content and guesstimate what is and isn't working. But to really back up your decisions, diving into the data is necessary. Before you do that, remind yourself of your project objectives: are you driving traffic to a website destination? Clocking up video views? Driving registrations for a digital event? Different objectives will require tracking of different metrics.

For example, if you're looking to drive traffic to a website destination, you might be most interested in link clicks from social media posts and email campaigns. If you're looking to drive views on short-form video content, media plays may matter most.

Read next: the [Tracking Quantitative and Qualitative Data](#) tipsheet