

# Social Media Video Marketing: YouTube & TikTok

Start building video-based marketing campaigns with YouTube and TikTok. You'll learn about storyboard development, tracking trends, and ad creation best practices.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://mimi.nobledesktop.com/classes/social-media-marketing-video>



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## Course Outline

### Social Media Video Marketing: YouTube & TikTok

#### Introduction to video-based social media

- Benefits of video-based social media
- Video-based social media landscape
- Video-based social media today
- Choosing the right platform

#### Developing a strategy for business-based content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

#### Determine your brand image

- Importance of quality video production
- Trending video content
- Storyboard development
- Audience Engagement

#### YouTube Marketing

- Introduction to YouTube
- Creating a channel
- Going live on YouTube
- Introduction to vlogging

## **TikTok Marketing**

- Introduction to TikTok
- Understanding the algorithm and fyp
- Going live on TikTok
- Following trends

## **Paid Advertising**

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Cross-platform advertising
- Ad analytics