# YouTube Marketing (Self-Paced)

In this hands-on training workshop, learn how to effectively use YouTube for social media marketing and develop a successful business content strategy. This workshop covers all aspects of video-based social media marketing, from creating a channel and editing content to monetization and using Shopify with YouTube.

Group classes in Live Online and onsite training is available for this course. For more information, email <a href="mailto:corporate@nobledesktop.com">corporate@nobledesktop.com</a> or visit: <a href="mailto:https://www.nobledesktop.com/classes/youtube-marketing-online">https://www.nobledesktop.com/classes/youtube-marketing-online</a>



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## **Course Outline**

#### Introduction to YouTube

- Introduction to YouTube
- History of YouTube
- YouTube What's New
- · Creating a channel

#### **Developing a Strategy for Video Content**

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

#### Creating Successful Content for YouTube

- · Find a theme for your content
- Introduction to vlogging
- · Story building and development
- Creating playlists

#### **Editing Content for YouTube**

- Using YouTube Studio
- Editing captions and titles for SEO
- · Editing content in YouTube Studio
- The importance of thumbnails

#### **Monetization and Paid Advertising**

- Ad creation best practices
- Ad analytics
- Adding monetization
- Video insights

### How to use Shopify with YouTube

- Reasons to use Shopify
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products