

YouTube Marketing

Learn social media marketing with YouTube with hands-on training in using the platform to develop successful business content.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://www.nobledesktop.com/classes/youtube-marketing>



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Course Outline

Introduction to YouTube

- Introduction to YouTube
- History of YouTube
- YouTube Today
- Creating a channel

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

Creating Successful Content for YouTube

- Find a theme for your content
- Introduction to Vlogging
- Story Building and Development
- Creating Playlists

Paid Advertising

- Choosing the right advertising
- Ad creation best practices

- Ad optimization
- Cross-platform advertising
- Ad analytics

How to use Shopify with YouTube

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