COURSE SYLLABUS

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 (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/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