COURSE SYLLABUS

YouTube Marketing

Plan a YouTube marketing strategy for your audience. Explore channel development, video content, advertising, and optimization.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/youtube-marketing



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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