

# Digital Marketing – SMM

## SOCIAL MEDIA VIDEO MARKETING - YOUTUBE

Social Media Video Marketing: YouTube

### 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

### Paid Advertising

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



- Ad analytics

