COURSE SYLLABUS

# 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.

For more information, visit
https://www.creativelive.com/classes/youtube-marketing-online



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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