



Objective:

Companies are constantly pushing their content through social media, but what works best? Many agree that videos are the top choice. A study by Oberlo shows 88% of marketers are pleased with the returns they get from video marketing. The catch is that video marketing can be pricey. However, short videos for marketing are cheaper to make and can be more effective than longer videos if done well. This course provides you with 6 key essentials/elements to equip and get ready within the workshop!

Outcome:

- Develop your pitching script even without any experience in making any video
- Shoot your short video confidently without using expensive tools
- Edit your video quickly with proven procedure
- Expose & promote your product/ services in various social platforms including FB and Youtube.
- Learn how to identify which video is best for your target audience (A/B Test)
- Develop 1-to-Many marketing strategy and promote your video content constantly

Program Content & Highlight:

Session 1: Introduction

- ✚ Understand the training objectives, outcomes, and the importance of video marketing in today's digital landscape.
- ✚ Get a quick overview of the session structure and tools they'll use during the program.
- ✚ Participate in ice-breaking activities to encourage collaboration and engagement.

Session 2: Develop your pitching content (product/services)

- ✚ Explore storytelling techniques to highlight unique product/service benefits.
- ✚ Identify key audience personas and how to address their pain points.
- ✚ Create clear, concise, and engaging scripts designed for video content.
- ✚ Hands-on practice: Develop and present your pitch for feedback.

Session 3: Short video shooting strategy & start shooting

- ✚ Learn basic video production techniques, including framing, lighting, and sound.
- ✚ Explore different formats and styles suitable for your brand.
- ✚ Develop a shooting plan, storyboard, and content schedule.
- ✚ Practical activity: Begin shooting short video clips with guidance from trainers.

Session 4: Video editing formula

- ✚ Introduction to beginner-friendly video editing tools and software.
- ✚ Learn editing basics: trimming, transitions, overlays, and adding text or subtitles.
- ✚ Discover how to optimize videos for specific platforms (aspect ratios, length, etc.).
- ✚ Hands-on session: Edit your recorded videos with step-by-step guidance.

Session 5: Promote your video content in different social media platforms

- ✚ Overview of platform-specific strategies (Facebook, Instagram, YouTube, TikTok, LinkedIn).
- ✚ Tips on utilizing hashtags, captions, and SEO for video discovery.
- ✚ Learn to schedule posts and manage ads for better targeting and ROI.
- ✚ Case studies on successful video campaigns.

Session 6: A/B test on your video content

- ✚ Understand the principles of A/B testing and why it's crucial for marketing.
- ✚ Learn how to test elements like thumbnails, titles, captions, and calls to action.
- ✚ Analyze results to identify winning versions and refine future content.
- ✚ Activity: Run simulated A/B tests using sample data and interpret outcomes.

Session 7: 1-to-Many marketing strategy and promote your video content constantly

- ✚ Discover how to build a video content funnel to nurture leads and drive conversions.
- ✚ Leverage automation tools for consistent content delivery.
- ✚ Learn about retargeting strategies to re-engage viewers.
- ✚ Develop a content calendar and commit to regular uploads.
- ✚ Group activity: Plan a 3-month video marketing campaign incorporating learned strategies.

Session 8: Q&A and Closing

- ✚ Open floor for questions and clarifications.
- ✚ Recap of key takeaways and next steps for implementing strategies.