

# YOUTUBE TRAINING

*HANGOUTS4BUSINESS*



Elene Marsden



# YOUTUBE TRAINING

## TARGET AUDIENCE

- People interested in using video marketing in their business
- People who want to learn how to upload & promote YouTube videos
- People who need to film and produce video for YouTube
- People who want to create a successful YouTube Channel

## COURSE OUTCOME

At the end of this course you'll be able to create video content for YouTube. You'll understand how to optimize your channel and produce videos that get found on Google and YouTube search.

*Throughout the day, I'll teach you all the skills you'll need to be successful on YouTube.*

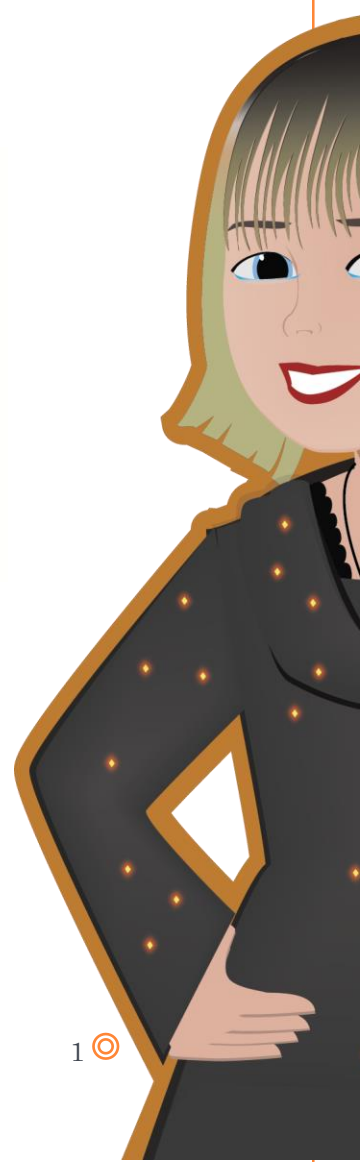
**NO PRIOR EXPERIENCE IS NECESSARY**



*"Elene partnered with my team to create a series of virtual field trips via Google Hangouts and she was not only a pleasure to work with but was completely professional, flexible and reliable"*  
*May 2015*

**Corey Nockels**

Sr. Program Manager, Dun & Bradstreet



# COURSE OUTLINE

## The Video Marketing Plan

- Decide your niche
- Identify your audience
- List your keywords
- Plan your strategy

MORNING SESSION

## The Equipment Required -Hardware and Software

- Lighting
- Reflectors
- Cameras
- Microphones
- Video Editing Software
- Google Hangouts on Air

## The Anatomy of a Successful YouTube Channel

- Channel Art
- Channel Links
- Channel Trailers
- The About Tab
- Playlists and Widgets
- Featured Channels

## How to Optimise YouTube Videos

- Custom thumbnails
- Titles | Keywords | Descriptions
- Video Cards
- Annotations



- Upload defaults
  - Branding and Featured Content
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## Scripting for High Impact Videos

- The storyboard
- The outcomes
- Interviews and Demos

AFTERNOON SESSION

## Video Template

1. The Teaser, tell them what to expect
2. Branded Intro
3. Deliver The Content
4. Branded Outro – optional

## How to Look Good on Camera

- Vocal delivery
- Body language
- Physical appearance
- The background

## An Intro to Video Editing

- Clips
- Timeline
- Sound tracks
- Callout tracks
- Video production

## Using YouTube Analytics to Measure Success

- find out your most popular videos



- age and sex of your viewers
- top locations in the world
- devices used to watch videos
- engagement

One thing I can promise is that by the end of the day you'll have your own YouTube channel with one recorded video uploaded to YouTube.

These intensive training days are only for serious entrepreneurs who are ready to take their business to the next level with video marketing.

Any questions, call Elene today - 07702911223

