

Since 2007, Making IT Experts & Products

Course: YouTube Marketing

Duration: 10 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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Section 1: Video Editing for YouTube using Canva

- * Video Mixing
- * Audio Mixing
- * Animations
- * Text Settings
- * Speed Settings
- * Searching Videos

Section 2: Thumb Image Settings using Canva

- * Making Thumb Images
- * Making Cover Photos
- * Logo
- * Posters
- * Searching Images/Designs

Section 3: YouTube Channel Settings

- * Channel Name & URL Default Values Tags Cover Photo

Section 4: YouTube Video Settings

- * Video Title, Description & Tags Upload Video Live Broadcasting Video Settings

Section 5: Introduction to YouTube and video marketing

- * Evolution of YouTube
- * The power of online video
- * Why YouTube SEO is important
- * Keeping up with YouTube algorithm changes

Section 6: Producing a Video Content Strategy

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- * Content creation planning & strategy
- * Producing a content calendar
- * Identifying content trends
- * What makes content “Shareable”?

Section 7: Publishing Videos and YouTube SEO

- * Video title optimization
- * Video description optimization
- * Video Tags
- * Video thumbnails

Section 8: Content Curation Techniques for Higher Engagement

- * The power of playlisting
- * Optimizing archive and library content
- * Passive content curation

Section 9: Content Distribution and Promotion

- * Other content distribution platforms
- * Paid vs unpaid promotion

Section 10: Passive & Active Cross-promotion

- * What is cross-promotion?
- * What is collaboration?
- * Active cross-promotion techniques
- * Passive cross-promotion techniques

Section 11: Understanding YouTube data & analytics

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- * Basics of YouTube Analytics
- * What is watch-time & why is it so important?
- * Understanding your audience via YouTube Analytics
- * Key metrics to track

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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