

TechnoMaster

YouTube Marketing

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

TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

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- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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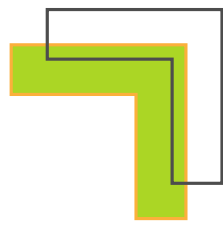
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Syllabus



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

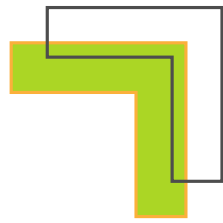
- * Evolution of YouTube
- * The power of online video
- * Why YouTube SEO is important
- * Keeping up with YouTube algorithm changes

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

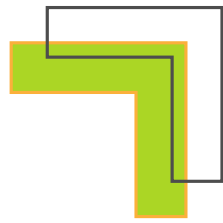
- * What is cross-promotion?
- * What is collaboration?
- * Active cross-promotion techniques
- * Passive cross-promotion techniques

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