



## Content & Details

### Introduction to the program

- Welcome Video

### Video Strategy – Hardware & Software

- Introduction to Video Marketing
- Interview with Video Marketing Expert Mike Stewart
- Why use Video in Business
- Factors to take into Account in Planning your Video
- Equipment – Cameras & Other Recording Devices
- Using the iPad & iPhone to Video
- Using the iPad to Video in Dubai
- Autocue & Add-Ons for the iPad & iPhone
- Video Editing Software
- How to use Camtasia
- How to use Green screen or Chroma screen

- Other Software you can use
- Video Convertors
- Video resource Guide

### **How to use Video in Business**

- Video Testimonials
- Example of a Video Testimonial
- How to showcase your product or service
- Promoting Events with Video
- Meet the Team
- Video Contests
- The Sales Video
- Example of a great Sales Video
- The 8 sales steps in creating a Sales Video
- Success Stories
- The Humorous Sales Video
- 'How to' Videos
- Showcase your Company Culture
- Online Training Courses
- Meet the CEO
- Expert Interviews
- Technical Explainer Videos
- Recruitment Videos
- Staff Training
- How to use Video Email – Useloom
- How to use Video Email – Vidyard

### **Creating Your Videos**

- Why use Video in Business
- Creating the Video – how to use Flixxpress
- How to use Fiverr
- Where to get Copyright Free Media
- Creating the Video – Putting it all together
- How to create a slideshow in YouTube
- How to turn your Articles into Videos
- How to get rid of 'related' videos on YouTube
- How to add captions to videos

### **YouTube Strategies**

- Setting up your YouTube Channel
- Video Keyword Research
- Uploading & Tagging
- Video Thumbnails
- Liking, Linking & Comments
- Sharing your Videos
- How to share a Video at a specific time
- Uploading to LinkedIn & Facebook
- Video Sharing Sites

- How to 'Kickstart' your Videos
- Your Video Process Summary
- Your Channels Look & Feel
- An overview of YouTube – How it works
- How to use Creator Studio
- How to use Creator Studio – Part two – Analytics
- How to use Creator Studio – Part 3
- YouTube Ranking Factors
- YouTube Mind Map
- How to watch a video at a future date

### **Live Streaming Video**

- Live Streaming Video Part 1
- Live Streaming Video – Part 2
- Live Streaming Video – Part 3
- Live Streaming Video – Part 4

### **Creating Visual Content**

- Design & Visual Content – Part 1
- Design & Visual Content – Part 2
- Design & Visual Content – Part 3
- Design & Visual Content – Part 4