

100: Intro to Video Marketing Strategy

01 - What is Video Marketing?	0:33
02 - How Big is the Video Opportunity?	1:52
03 - Benefits of Video Marketing	3:48
04 - Where Can Video be Posted?	1:23
05 - Steps to Planning Video	1:53
06 - How Businesses are Using Video	11:24

Total Topics = 6

Total Time = 20 minutes

10 QUESTION QUIZ

200: Creating Video - Producing & Editing

07 - Listen to Develop Insights	4:40
08 - Video Strategy	2:54
09 - Understanding Your Audience	5:33
10 - Types of Video Marketing	5:33
11 - Live Video	5:57
12 - Promotional Video	3:04
13 - Corporate/Brand Video	4:11
14 - Viral Video	5:04
15 - How-to and Educational Videos	2:12
16 - Explainer Videos	4:40
17 - Product Demo Videos	4:52
18 - Event Videos	4:34
19 - Testimonial Videos	3:31
20 - Video Blogging "Vlogging"	2:29
21 - Animation and Motion Video	4:32
22 - Influencer Videos	4:54
23 - User-Generated Content Videos	5:09
24 - Where Should You Post Video?	10:24
25 - Video Best Practices by Channel	11:07
26 - Video Best Practices	1:44
27 - Creating a Video Storyboard	2:13
28 - Creating a Video Outline	2:33
29 - Creating a Video Script	1:00
30 - Creating a Video: Storyboard Details	1:53
31 - Video Tools and Equipment	3:25
32 - Video Shooting Technical Tips: Shot List	1:09
33 - Video Shooting Technical Tips: Lighting	3:55
34 - Video Shooting Technical Tips: Background	2:36
35 - Video Shooting Technical Tips: Framing & Composition	2:15
36 - Video Shooting Technical Tips: Manual Focus	1:19

Total Topics = 30

Total Time = 2 hours

10 QUESTION QUIZ

300: Marketing & Promoting Video

37 - Steps to Building a Promotion/Syndication	4:50
38 - 8 Ways to Increase Your Video Views	3:59
39 - Video Sharing Sites	5:10
40 - How to Write a Powerful Video Title	6:40
41 - How to Write a Catchy Title	2:34
42 - How to Write a Video Description	4:28
43 - Creating a Video Thumbnail	3:36
44 - How to Optimize Video for SEO	5:25
45 - Crossposting on Facebook	9:55

46 - How Often to Post Video per Channel	2:51
47 - Video Metrics	25:59

Total Topics = 12

Total Time = 1 hour, 15 minutes

10 QUESTION QUIZ

400: Advanced Video Tips & Tricks

48 - Adding Captions to Video	9:40
49 - How to Feel Comfortable on Video	5:10
50 - Teleprompter Apps	2:23
51 - Interactive Video: AR & VR	4:30
52 - Animation vs. Live Action Video	2:47
53 - Creating Video with Green Screen	4:32
54 - Adding Sound to Video	2:31

Total Topics = 7

Total Time = 30 minutes

10 QUESTION QUIZ

FAQs

How Do I Create a Viral Video	2:00
What is a Vlog?	3:15
Will Hosting my Video on YouTube (vs. Other Sites) Help my SEO?	1:28
What About Shooting on a Budget?	3:28

BONUS! Video Tool Reviews

Creating Video with Animoto
Creating Video with Adobe Spark

Resources:

Video Captions Cheat Sheet
Home Video Studio Equipment Checklist
Creating Great Video Content Checklist
Video Optimization Quick-Start Guide
Video Channels Cheat Sheet

Course Total Topics = 54

Course Total Time = 4 hours, 5 minutes