# TechnoMaster

Since 2007, Making IT Experts & Products

### **Course: Youtube Marketing Course**

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



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### Syllabus on the Next Page ..

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www.nestsoft.com

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## TechnoMaster

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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 & URLDefault ValuesTagsCover Photo

#### Section 4: YouTube Video Settings

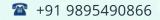
\* Video Title, Description & TagsUpload VideoLive BroadcastingVideo Settings

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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