

YouTube Marketing Course Online

In this self-paced course, learn how to use YouTube as a core channel within your social media marketing strategy and build a content plan that supports business goals. You will work through the full video marketing process, including setting up and managing a channel, creating and editing videos, exploring monetization options, and integrating Shopify with YouTube to support sales and promotion.

Group classes in Live Online and onsite training is available for this course. For more information, email partnerships@vdc.edu or visit: <https://vdc.edu/courses/youtube-marketing-course-online>



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Course Outline

Introduction to YouTube

- Introduction to YouTube
- History of YouTube
- YouTube What's New
- Creating a channel

Developing a Strategy for Video Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

Creating Successful Content for YouTube

- Find a theme for your content
- Introduction to vlogging
- Story building and development
- Creating playlists

Editing Content for YouTube

- Using YouTube Studio
- Editing captions and titles for SEO
- Editing content in YouTube Studio
- The importance of thumbnails

Monetization and Paid Advertising

- Ad creation best practices
- Ad analytics
- Adding monetization
- Video insights

How to use Shopify with YouTube

- Reasons to use Shopify
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products