COURSE SYLLABUS

# 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 (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.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