Shorts

Content

Video(Youtube) Marketing Course

LATEST EDITION

Video

Analytics

By Janardhan Nagaiahgari

Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional

✓ Worked for 150+ Global & Domestic Brands

✓ 1550+ Students Trained

✓ 50+ CR Budget Handled

✓ 16,000+ Leads generated

✓ 5X ROAS So far

✓ 2M+ App Downloads

Who Can Learn?

Students or Beginners

Business Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts

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Job Opportunities/Month

5000+ Jobs
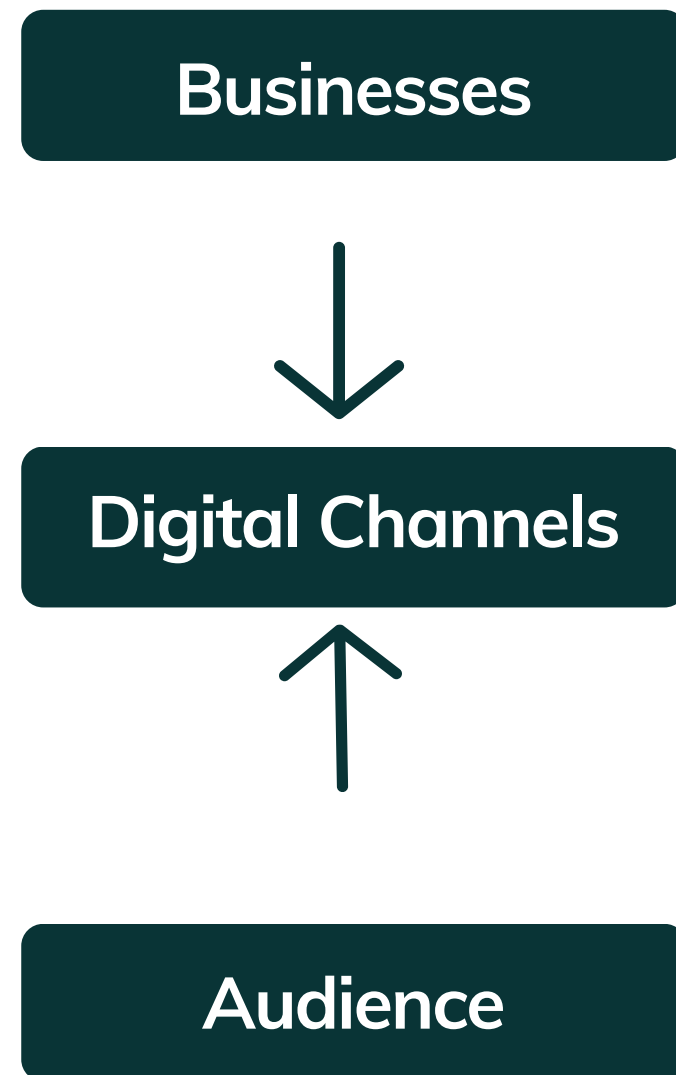
Bangalore

3000+ Jobs

Hyderabad

2000+ Jobs

Chennai

6000+ Jobs

Mumbai

~Rs. 2,40,000/-
Fresher Avg. Salary

~Rs. 15,00,000/-
Video Media Head Avg. Salary

Digital Marketing

Businesses

↓

Digital Channels

↑

Audience

01 Existing Business Owner or New startup Plans

02 Looking for Customers or Sales

03 Digital Channels Such as Google, social media & others

04 Leads or Sales

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Digital Marketing Universe

SEO

Google Ads

Social Media Optimization

Social Media marketing

Digital Marketing

Email Marketing

Content Marketing

WhatsApp & App Marketing

Affiliate Marketing

Others...

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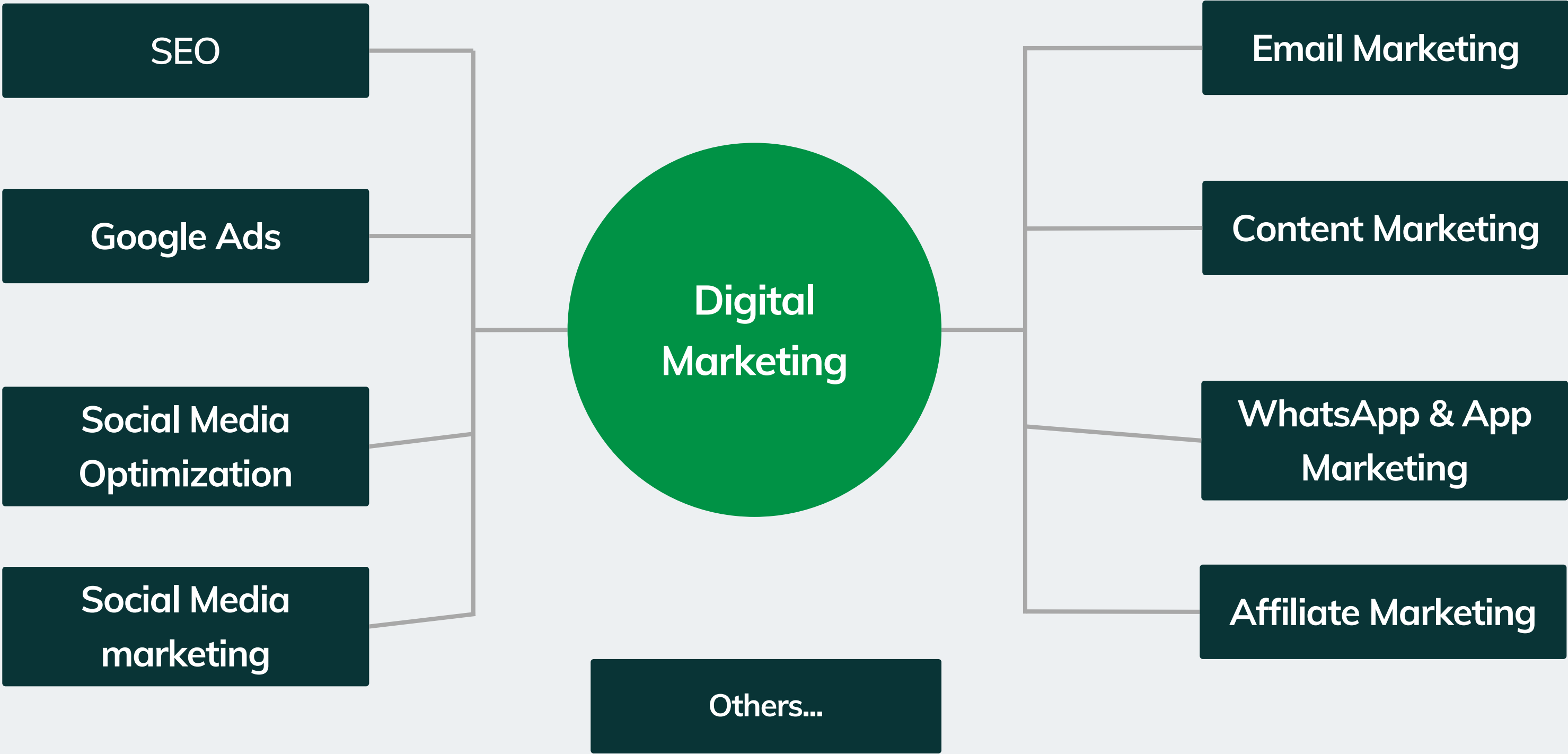
Digital Media Universe

1,500,000,000+ Active Users

Search + Video + Discovery + other products

900,000,000+ Active Users

Professional networking platform for career development, business connections, & industry networking

2,000,000,000+ Active Users

Photo and video-sharing platform where users can post content & Engage

528300000+ Active Users

Microblogging platform where users share short messages (tweets) & Engage

2,900,000,000+ Active Users

Users to connect with friends, share updates, photos, and videos.

3,030,000,000+ Active Users

Multimedia messaging app known for its disappearing messages and short-lived photo and video Stories.

Video Marketing

Video Marketing encompasses various elements to effectively engage audiences and achieve marketing goals

Content Strategy

Target Audience

Storytelling

Production Quality

Optimize for Platform

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Trends & Statistics

Video marketing continues to be a dominant force in digital advertising

High Video Consumption
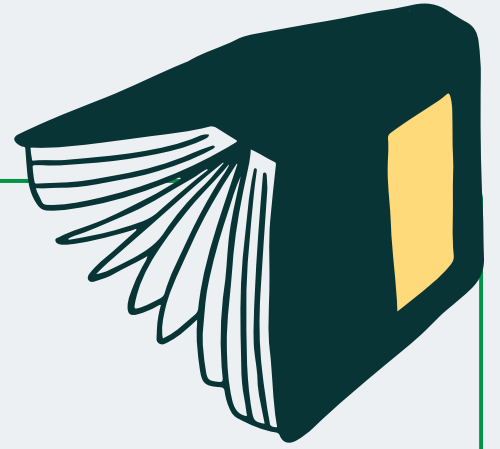
Mobile Dominance

Live video content

Personalized video content

User Interactive Videos

Short-form Video Content

User-Generated Content (UGC)

Virtual and Augmented Reality

The Role of Video in the Buyer's Journey

Awareness Stage

- Values to potential customers. Explainer videos, brand stories, and product teasers
- Educational Content: How-to videos, tutorials, and educational content address pain points or challenges faced by the audience,

Consideration Stage

- Product features, benefits, and demonstrations.
- Testimonials and Reviews: Customer testimonial videos or reviews
- Comparison Videos: Compare brand's products or services with competitors
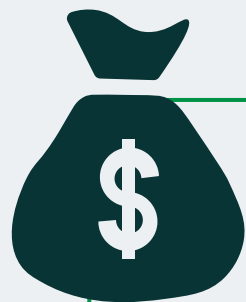
The Role of Video in the Buyer's Journey

Decision Stage

- **Promotional Offers:** Video content highlighting special offers, discounts, or limited-time promotions
- **Product Walkthroughs:** Detailed product walkthroughs or virtual tours
- **Customer Support:** Video tutorials or FAQs address common pre-purchase questions and concerns, providing reassurance and support to potential customers.

Retention and Advocacy Stage

- **Onboarding Videos:** Post-purchase onboarding videos
- **Customer Success Stories** or case studies
- **Exclusive Content:** Behind-the-scenes footage, sneak peeks, or loyalty program benefits, strengthens the bond with existing customers and encourages advocacy.

Goals

Increasing video views or watch time

Driving traffic to the website

Improving User Engagement

Enhancing brand sentiment or perception

Growing subscriber or Follower base

Generating leads through gated video content

Increasing conversion rates for Landing Pages

Educating or informing the target audience

Others...

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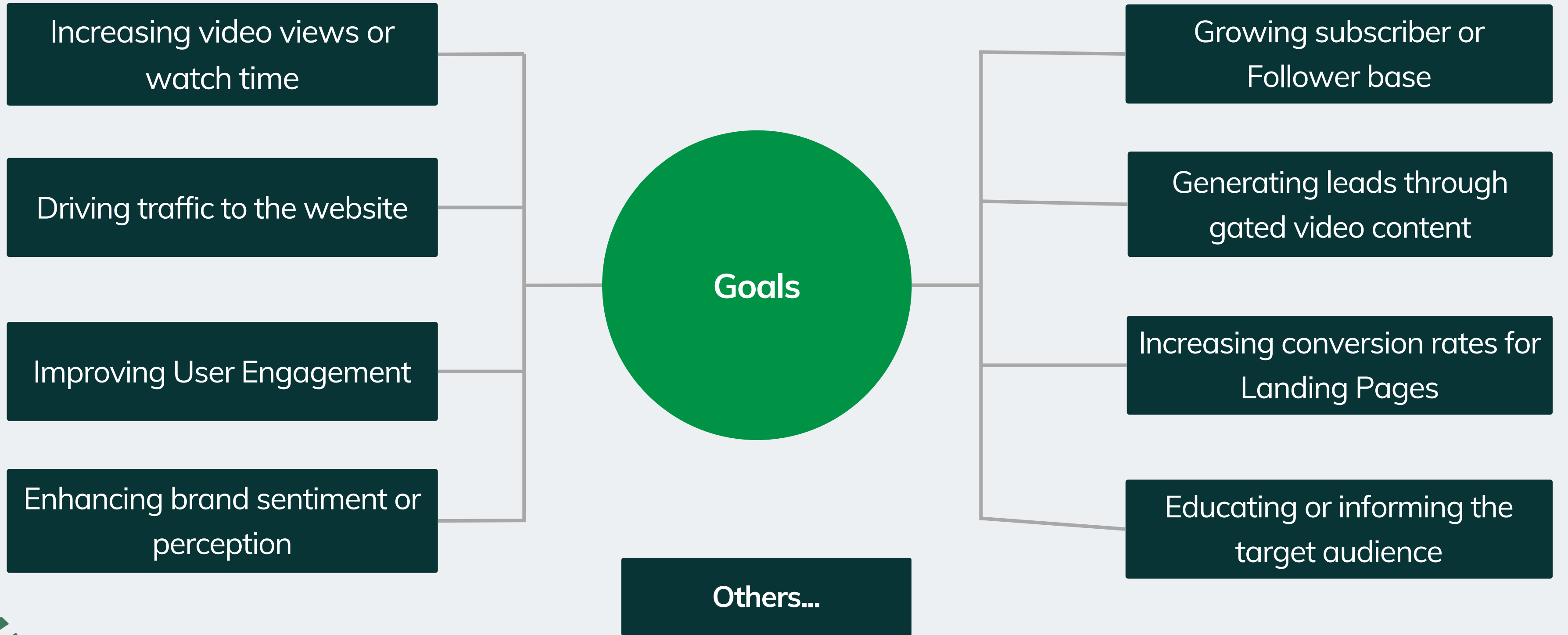
Target Audiences & Key Demographics

Conduct Market Research

Define Buyer Personas

Analyze Social Media Insights

Explore Audience Insights Tools

AUDIENCE

Experiment with Advertising

Identify Demographic Factors

Psychographic Factors

Engage and Listen
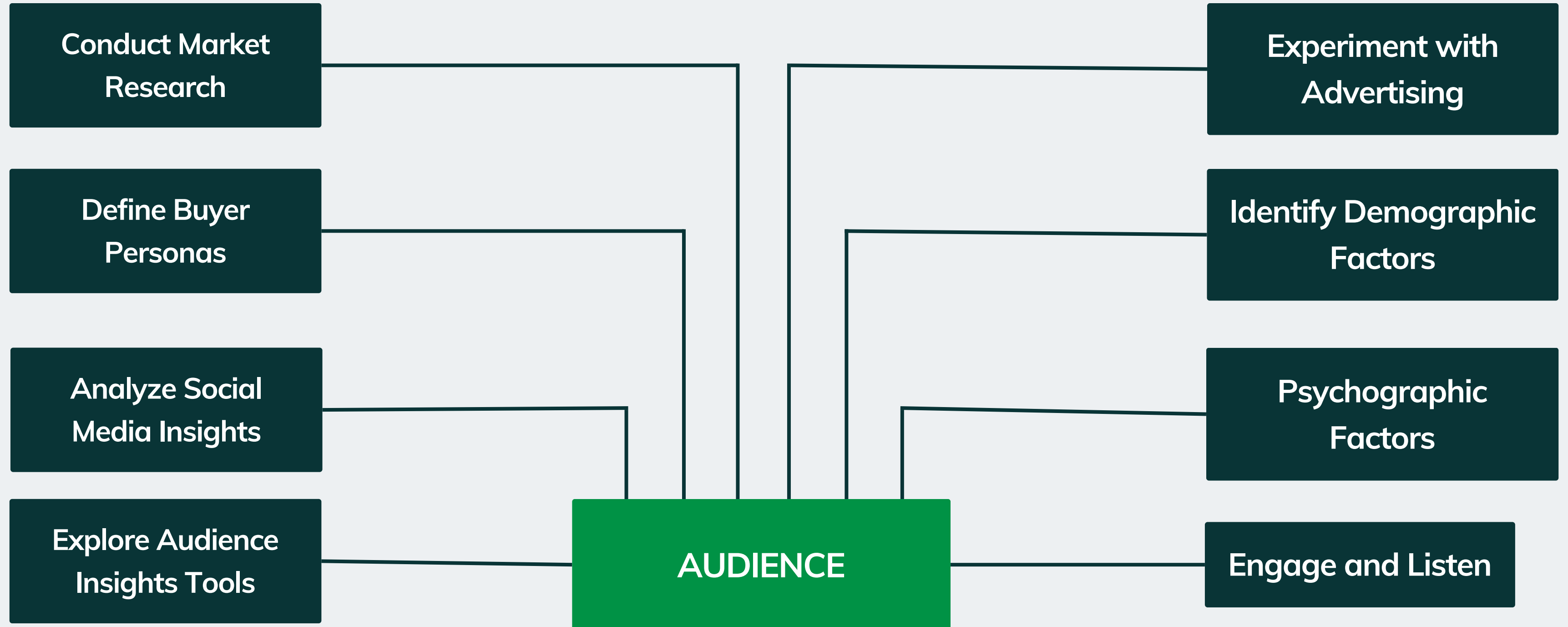
01.

Explainer Videos

Use animations, graphics, or narration to simplify complex ideas and highlight key benefits or features.

02.

Product Demo Videos

How a product works, its features, and how it solves a specific problem or fulfills a need.

03.

Tutorial or How-To Videos

How-to videos, step-by-step instructions or tutorials on how to perform a task, use a product, or achieve a specific outcome.

04.

Testimonial Videos

Satisfied customers sharing their experiences, success stories, and endorsements of a product or service.

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05.

Case Study Videos

Real-life examples of how a product or service helped a customer achieve their goals or overcome challenges.

06.

Behind the Scenes

Inner workings of a company, its culture, and its processes.

07.

Interactive Videos

Allow viewers to actively engage with the content by making choices, answering questions, or exploring different paths.

08.

Educational or Thought

Valuable insights, tips, or industry knowledge to educate and empower the audience.

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Choosing the Right Video Type

This or That

Popular Video hosting Platforms

Platform	Best for	Standout features	Pricing
YouTube	Existing viewership	Large existing audience and free hosting	Free for uploading and hosting videos
Vimeo	Collaboration on videos	Effortless collaboration and AI features	Free for Vimeo Basic; from $20/user/month
Wistia	Video marketing	Turnstile email collector, nice marketing features	Free for 10 videos and basic features; from $24/month
Spotlightr	Quizzing your audience	Interactive quizzes and in-depth analytics	From $9/month
Uscreen	Video monetization	Create a subscription service	From $199/month plus $1.99/subscriber/month

Youtube Channel Setup

Step by Step Guide to Create Youtube Channel

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Sign in to YouTube	Create Your Channel:
Name and Description	Channel Art and Logo
Customize Your Channel	Contact info & Links
Coannel Tags	Access Management

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Video Meta **Title**

SERPs are Search Engine Result Page, i.e., the web page that comes up as a result of any search query you enter in Search engines.

Title Length should be <100 character

Focus Keyword Must be there

Brand Name at the End of Title

Try Mentioning current year(Optional)

Video Meta **Description**

Summary of Entire Video

- <5000 characters Length
- Summary of your video
- Call to Action (CTA)
- Timestamps
- Include Relevant links
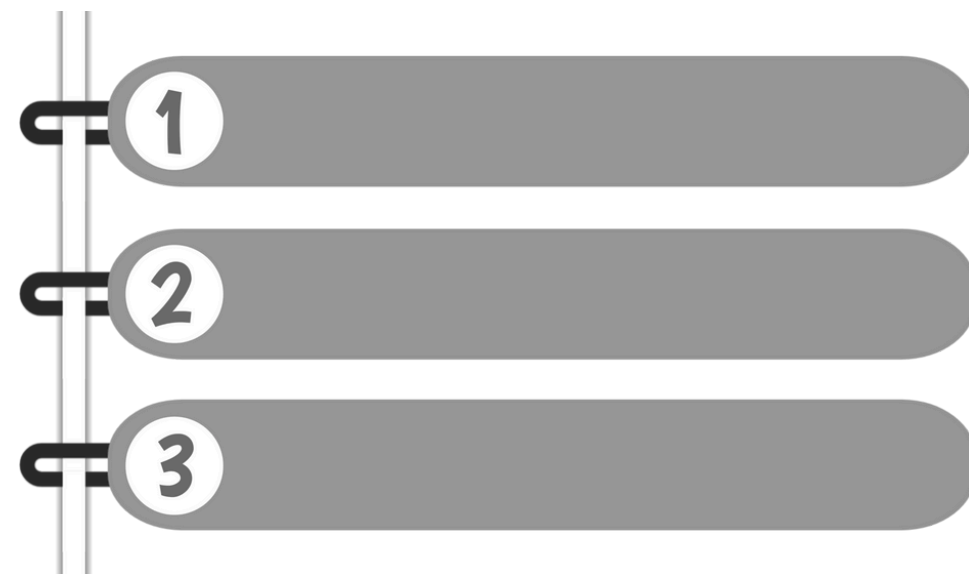- Social Media Handles
- Credits and Sources
- Use relevant hashtags
- Localization
- Keep it Readable

Playlist & Optimization

SERPs are Search Engine Result Page, i.e., the web page that comes up as a result of any search query you enter in Search engines.

1

2

3

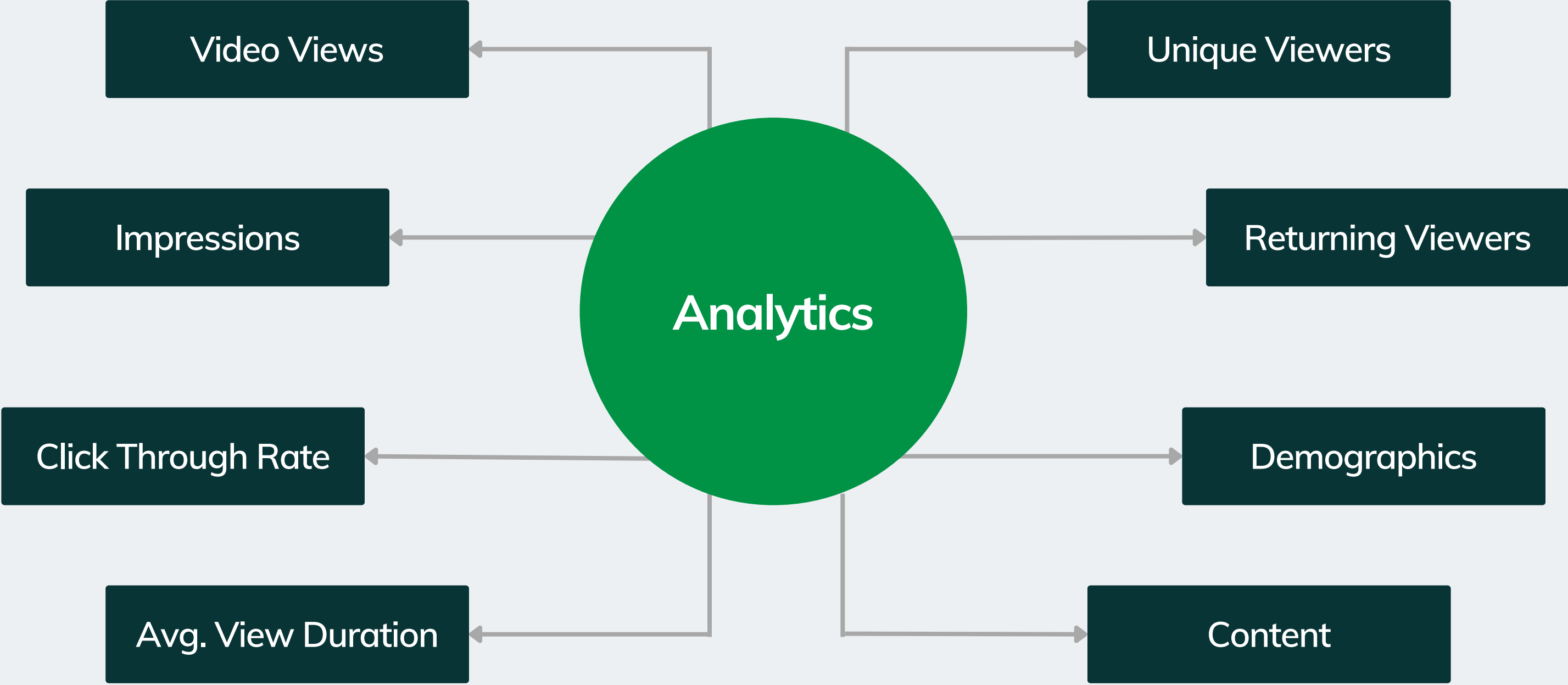- Keyword-Rich Title
- Compelling Description
- Custom Thumbnail
- Organized Playlist Structure
- Keyword Optimization
- Engaging Playlist Cover

Introduction to Video Analytics Tools

Video Views

Impressions

Click Through Rate

Avg. View Duration

Analytics

Unique Viewers

Returning Viewers

Demographics

Content

Copyright & Fair Use Laws

A Understand Copyright Laws

B Create Original Content

C Provide Proper Attribution

E Obtain Proper Licenses

F Use Licensed Content Legally

G Seek Legal Advice if Uncertain

Video Editing Softwares

- Adobe Creative Cloud Express
- Adobe Premiere Pro
- AVS Video Editor
- Blender
- Filmora

Video Analytics Tools

- Youtube Analytics
- VidIQ
- Tubebuddy
- Social Blade
- Wistia

Video Distribution Platforms

- Youtube
- Vimeo
- Meta
- Linkedin
- ...other