

Succeed in your video marketing strategy



MR-34 2 Days (14 Hours)

Description

Video has become the predominant information format on the web and social networks. Pages, messages and posts containing video are much more likely to be seen and have an impact than content limited to text. This training will help you develop a video marketing strategy to boost the effectiveness of your digital communication.

Who is this training for ?

For whom

Marketing and digital marketing manager Communication and digital communication manager
Marketing project manager Communication manager Community manager Social media manager
Brand Content Manager

Prerequisites

Aucune

Training objectives

- Integrate video into your digital marketing strategy
- Develop your live video production
- Generate traffic around your video

Training program

En amont du présentiel

- A self-diagnosis.

Les enjeux et opportunités de la video

- POEM logic, virality.
- Brand content and video.

Formats et usages du video marketing

- The uses of video for a brand.
- Story telling.
- The different types of content: fun, expert...
- Typology of formats (web series, snacking content, live videos, stories...).
- Hosting of its videos.

Créer et animer sa chaîne

- Youtube Create and configure your channel.
- Organize your channel.
- Optimize the referencing of your videos: SEO.
- Optimize the impact of his video: end image, still image, call to action.

Élaborer et réussir sa video live Choisir sa plateforme.

- Set up the technical aspects: filming, editing, encoding, conductor.
- Estimate the necessary resources.
- Create interaction and manage comments.

Diffuser ses videos

- Optimize natural referencing.
- Launch your videos using advertising purchases.
- Estimate the necessary resources.

Après le présentiel, mise en œuvre en situation de travail

- A reinforcement program to help me implement the training.