



YouTube Marketing

Course Synopsis

Gone are the days when a few Facebook posts and a tweet here and there would suffice. Your online presence needs a lot more than that — and it needs to be strategic. Don't post any old content just for the sake of posting content — it's not going to work. You'll soon find that the time, money, energy, and resources you're putting into your digital marketing may be unfruitful.

Small businesses must continually think of ways to get their products and services in front of as many people as possible, all without breaking the bank. However, a well-thought-out YouTube strategy can massively pay off for your brand.

YouTube is free to use, and you can produce videos for very cheap and even free if needed. Creating videos does not need to be this massive production. More often than not, a quality smartphone and good lighting will get the job done.

This two-day course will allow you to create a YouTube video marketing strategy, launch your strategy, and manage your YouTube channel.

Target Audience

This course is designed for the following audience groups:

(1) corporate marketers who are familiar with traditional marketing channels but would need to upgrade themselves for the digital world;

(2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge on YouTube marketing to better engage their customers via another digital marketing platform;

(3) professionals and small enterprise owners who are seeking to leverage on digital marketing strategies to increase the public's awareness of their products and services.



Course Code: TGS-2021010171

**Course Duration: 2 days, 9am – 7pm
(17 hours of training, 1 hour of assessment)**

Course Objectives

At the end of the course, you will be able to:

- Recognize the prevalence of video in social media and its importance as a marketing medium for businesses
- Create SMART video marketing goals
- Craft out video marketing content strategy
- Set up a personal or brand YouTube channel with appropriate customizations
- Discover potential keywords for ranking of video content for increased visibility on YouTube
- Conduct on-page SEO audit for YouTube channel
- Plan and select appropriate campaign goals, types, sub-types, and video ad formats
- Set appropriate campaign budgets for the chosen duration
- Select the appropriate topic, placement, and audience targeting to launch

Course Outline

The Role of Video in Social Media Marketing

Setting SMART Video Marketing Goals

Video Marketing Content Strategy

- Key elements of an organisational social media plan
- Formulate social media strategy plans, policies, standards and guidelines

Setting up Your YouTube Channel

YouTube Search Engine Optimization

- Calculate ROI, marketing attribution and overall marketing effectiveness using business metrics
- Establish positive relationships with industry and social media colleagues such as influencers and bloggers
- Evaluate various types of technology tools to assist in the management of social media platforms

YouTube Advertising

- Set the budget requirements for the deployment of social media marketing activities
- Copyright & intellectual property considerations
- Establish performance targets aligned to brand and marketing strategies and objectives

Performance Tracking and Optimization

- Considerations of consumer reviews and user-generated content
- Establish performance targets aligned to brand and marketing strategies and objectives
- Set the budget requirements for the deployment of social media marketing activities
- Keep up-to-date with the market and consumer trends that might impact the intended social media marketing objectives or messages

Pre-requisites:

Participants need to have basic computer knowledge to navigate the Internet for research purposes.

Participants are highly encouraged to bring their personal laptops so that recommended marketing tools and their respective passwords can be saved on their own laptops to make it more convenient for the next login. Should participants choose not to bring their personal laptops, @ASK Training will provide each participant with a laptop for the duration of the course.

Course Fees & Schedule

Full Course Fee: \$988.00 + \$69.16 (gst) = \$1057.16 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement Jan 2022, absentee payroll funding is \$4.50 per hour capped at \$100,000 per enterprise per calendar year

Self-Sponsored

- Skillsfuture Credit is eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year. NTUC members aged 40 and above can enjoy higher funding support up to \$500/year for courses attended between 1 July 2020 to 31 Dec 2022.

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)	Singapore Citizens Aged ≥ 40 Years (70% of course fees)
Singaporean & PR (70% of course fees)	Singaporean & PR (50% of course fees)	Singaporean aged ≥ 40 (70% of course fees)		
\$296.40 + \$69.16(gst) = \$365.56	\$494 + \$69.16(gst) = \$563.16	\$296.40 + \$69.16(gst) = \$365.56	\$494 + \$69.16(gst) = \$563.16	\$296.40 + \$69.16(gst) = \$365.56

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.