



GDA

Global Digital Academy

The Digital Marketing
and Data Analytics Hub

VIDEO MARKETING

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner



VIDEO MARKETING

Understanding Video Campaign

Creating 1st Video Campaign

Importance of video marketing

Benefits of video marketing

Uploading videos on video marketing websites

Using YouTube for business

Developing YouTube video marketing Strategy

Bringing visitors from YouTube videos to your website

Creating Video ADgroups

Targeting Options

Understanding Bid Strategy

Why Video Marketing?

Video can be a great tool for getting the word out about your company and your product/ service offerings. YouTube and Video Marketing enables the professional to make the best use of a video to promote a business and advertise the product.

The objectives of this course:

- ▶ Learn about streaming videos
- ▶ Produce compelling and effective videos
- ▶ Learn to use videos as a mode of marketing
- ▶ Learn to measure business outcomes
- ▶ YouTube advertising
- ▶ Learn to customize your channel

Who should join?

This course is best suited for:

- ▶ Social Media Marketing Manager
- ▶ Social Media Consultant
- ▶ Public Relations/ Brand Manager
- ▶ Blogger/ Social Media Copywriter
- ▶ Businesses that want more traffic to their websites.
- ▶ Anyone looking to learn more about social media marketing.
- ▶ Professionals who want to add another skill to their marketing mix.

Benefits:

Upon completion of this course, you will be able to:

- ▶ Integrate video marketing into your overall marketing strategy
- ▶ Develop your own YouTube Channel, manage & promote it
- ▶ Develop a plan to test and refine your video tactics and ultimately achieve higher conversions to online targeting
- ▶ Understand the right approach to discuss with the right target audience

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible




INTERESTED? CONTACT US!



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 H.No.16-2-741/C/7/A, 3rd Floor, Moosarambagh X Road, Asmangarh Bank Colony,
New Malakpet, Hyderabad - 500036 Telangana, INDIA.



+91 7330 710 403 / 407



info@globaldigitalacademy.in



www.globaldigitalacademy.in