Online Video Marketing

3 Lessons

💡 Learn about

The use of online video as a tool for marketing and advertising can come with huge benefits, however it can be hard to know what makes for effective video content, and especially what will work best for both your business and your audience. In these lessons, we'll uncover the key elements that underpin a successful online video marketing campaign: forming a coherent and detailed strategy, choosing the appropriate content and video formats, utilising online video advertising effectively, and measuring the success of your efforts.

By the end of these 3 lessons you will understand:

✓   The key elements involved in an online video strategy

✓   How best to approach the creation and distribution of video content

✓   The issues currently affecting the online video advertising landscape

✓   How to measure the success of your online video marketing campaigns

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📄 Lesson Overview

Lesson 1

An overview of how online video fits into the marketing mix, and the key elements that inform an effective online video marketing strategy.

In this lesson you will learn:

✓   About the role video plays within today's customer journey

✓   How to select the most appropriate goals and KPIs for your online video strategy

✓   Which online video platforms are available to marketers

Lesson 2

An explanation of the practical considerations that go into filming, editing and distributing different types of video content.

In this lesson you will learn:

✓   Which different types of content are well-suited to video marketing

✓   About innovations in online video formats

✓   How to go about creating effective video content

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Lesson 3

An examination of the online video advertising marketplace, the opportunities available, and a guide to measuring the success of your online video.

In this lesson you will learn:

✓ What video ad formats are available

✓ The current issues affecting the online video advertising marketplace

✓ How to choose the most effective KPIs for your video efforts