



TECHHUB SOLUTIONS

...be step ahead in your field

Youtube Marketing

Module 1: Introduction to YouTube Marketing

- What is YouTube Marketing
- Benefits of YouTube for Business
- Understanding YouTube Algorithm

Module 2: Channel Setup & Optimization

- Creating a YouTube Channel
- Channel Art, Logo & About Section
- SEO for Channel (Keywords, Tags, Description)

Module 3: Content Creation

- Planning Video Content
- Script Writing & Shooting Tips
- Editing Basics (Thumbnails, Titles, Captions)

Module 4: Uploading & Publishing

- Upload Process & Metadata Optimization
- Scheduling Videos
- YouTube Shorts & Playlists

Module 5: Audience Growth & Engagement

- Increasing Subscribers
- Comments, Community Tab, and Polls
- Collaboration with Other YouTubers

Module 6: Monetization & Analytics

- YouTube Partner Program
- AdSense & Revenue Sources
- Using YouTube Analytics for Growth

Module 7: Promotion & Advertising

- Sharing on Social Media
- YouTube Ads (Types & Setup)
- Building Brand Awareness

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