



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 12 April 2026 To 16 April 2026

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

## Introduction

Video marketing has emerged as a crucial strategy for businesses aiming to achieve substantial growth and brand recognition. This 5-day professional course is designed to equip participants with the knowledge and tools necessary to create, manage, and optimize video marketing campaigns that drive engagement and conversion. Through interactive sessions, case studies, and practical exercises, attendees will learn how to leverage video as a powerful medium to enhance their marketing strategies and achieve business objectives.

- Understand the fundamentals of video marketing and its impact on business growth.
- Learn how to create compelling video content that aligns with brand goals.
- Explore effective distribution channels for maximum reach and engagement.
- Analyze video performance and apply data-driven insights to optimize future campaigns.
- Develop a comprehensive video marketing strategy tailored to specific business needs.

## Course Outlines

### Day 1: Introduction to Video Marketing

- Overview of video marketing trends and statistics
- Understanding the video marketing funnel
- Identifying target audiences and buyer personas
- Choosing the right video formats for different objectives
- Setting realistic goals and KPIs for video marketing

### Day 2: Crafting Engaging Video Content

- Storytelling techniques for impactful videos
- Scriptwriting essentials and best practices
- Production planning and budget management
- Tools and software for video creation and editing
- Creating strong calls to action (CTAs) in videos

### Day 3: Video Distribution and Promotion

- Understanding different video distribution platforms
- SEO techniques for video content
- Using social media for video promotion
- Paid advertising options for video marketing
- Collaborating with influencers and partners

### Day 4: Measuring Video Marketing Success

- Key metrics and analytics for video performance
- Using data to refine video content strategy
- Tools for video analytics and reporting
- Case studies of successful video marketing campaigns
- Best practices for continuous improvement

## **Day 5: Developing a Video Marketing Strategy**

- Integrating video into the overall marketing strategy
- Building a content calendar for video campaigns
- Cross-channel video marketing strategies
- Managing and scaling video content operations
- Workshop: Craft your video marketing strategy draft