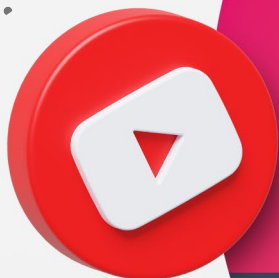




# VIDEO MARKETING MASTERCLASS



**CORPORATE  
TRAINING**



**CONTACT US**



# POTENTIAL LEARNING OUTCOMES



- 1 Understand the Power of Social Media Platforms**  
(Youtube, IG, FB, Tiktok)
  - Understand each platform algorithms and game rules
  - Learn how to create content tailored for YouTube, Tiktok, Instagram and Facebook
- 2 Discover your USP**
  - To find your Unique Selling Point to differentiate yourself from competitors and create a lasting impression on your prospects
- 3 Create Compelling Scripts with ChatGPT Prompts**
  - Master the MOCHA framework for content success
  - Learn how to write scripts within minutes with 3 step scripting framework
- 4 Understanding Smartphone Capabilities**
  - Gain knowledge of the various features and settings of smartphone cameras
  - Learn how to optimize smartphone settings for different video production needs
- 5 Pre-Production Skills**
  - Develop skills in planning and scripting video content
  - Learn how to storyboard and outline a video production
- 6 Shooting Techniques**
  - Understand the principles of framing, composition, and shot types
  - Learn techniques for stable shooting, including handheld and tripod use
  - Explore lighting techniques suitable for smartphone video production
  - Gain knowledge of audio recording best practices and how to use external microphones
- 7 Video Editing Basics**
  - Learn the fundamentals of video editing using built-in smartphone functions
  - Gain hands-on experience with user-friendly third-party editing apps
  - Understand how to trim, cut, and merge video clips effectively
- 8 Adding Effects and Enhancements**
  - Learn how to apply filters, transitions, and effects to enhance video quality
  - Understand how to add text, captions, and graphics to videos
- 9 Sound Editing**
  - Gain skills in editing and enhancing audio tracks
  - Learn how to add background music and sound effects to videos
- 10 Exporting and Sharing**
  - Understand the different formats and resolutions for exporting videos
  - Launch It: effortlessly upload and share your masterpiece on social media

