

Promoting Your Business with YouTube

Spring 2019



By 2020, 80% of Internet traffic will be video based. Attend this three-part series to learn how to take advantage of the power of YouTube and drive customers to your business.

See course details on the back.

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By 2020, 80% of Internet traffic will be video based. Video content has exploded across all the major social media platforms and YouTube has staked its claim as the second largest search engine, Google being #1.

Our three-part series will teach you how to take advantage of this powerful phenomenon and leverage YouTube to drive customers to your business.

NEW! PROMOTING YOUR BUSINESS WITH YOUTUBE

PART 1 - CREATING YOUR BUSINESS YOUTUBE CHANNEL – Tuesday, April 2

The first part of the series will guide you through setting up a YouTube channel that will help grow your business. This workshop will provide step-by-step instruction on how to create your YouTube account and optimize your channel for better search and discovery. You will also learn essential strategies for channel creation, how to design artwork and share tips for using YouTube cards and captions. Topics include channel creation essentials, designing watermarks and channel icons, creating and managing a playlist, uploading custom captions, managing multiple channels.

PART 2 - PRODUCING EXCITING YOUTUBE CONTENT – Tuesday, April 16

The second part of the series covers business and technical aspects of posting YouTube content. The workshop will help define your target audience and set goals for your channel. The class will also cover basic video production techniques for pre-recorded and live video, introduce editing platforms and encode, and upload videos to YouTube. Topics include working in creator studio, relevant YouTube trends, uploading video content, live streaming on YouTube.

PART 3 - REACHING YOUR AUDIENCE – Tuesday, April 30

The third part in the series shows you how to build up your subscriber base and convert clicks into action or commerce. Discover how to define key performance indicators that matter to your business and use channel analytics to gain insights into your channel and individual videos to reach your goals and get results. Topics include interacting with your community, promotion strategies for a YouTube channel, the YouTube partner program, YouTube ads, embedding videos on a website and repurposing content.

7450 TBSM 57-001 Southlake Campus
Tuesdays, April 2, 16 and 30 3 Sessions
11:30 a.m. to 1 p.m.
\$59 TBA B. Himmelblau

Presented by Bruce Himmelblau, Producer/YouTube Strategist with Blue Sky Video Productions in Lake Forest.

To register, visit www.clcillinois.edu/sbdc-itc/workshops or call (847) 543-2033.

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce & Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.