Effective Digital Video Production and Multi-Platform Promotion Training Course

09 - 13 Nov 2026

Milan

5900 € (Per Person)

Ref: #MAR1950_37499

Course Introduction / Overview:

This comprehensive program is a deep dive into the world of contemporary digital video marketing, focusing equally on high-quality content production and strategic digital platform promotion. In the current media landscape, video is the dominant form of communication, and organizations must master its creation and dissemination to remain competitive. This course is designed to transition participants from basic content creation to becoming strategic visual storytellers. We explore the essential elements of pre-production planning, professional video shooting and editing techniques, and critical, data-driven distribution across diverse digital channels, including social media marketing and various online platforms. The program emphasizes creating content that resonates deeply with target audiences, driving measurable engagement, and achieving core business objectives. We will address the conceptual framework for effective digital storytelling, drawing on academic perspectives such as those of Andrew T. Stephen, whose research on social media and digital marketing underscores the power of social interactions to positively affect marketing outcomes. The course curriculum is built around the practical application of concepts outlined in industry guides, such as Video Marketing for Dummies by Kevin Daum and Bettina Hein, providing a robust blend of theory and hands-on skill development. BIG BEN Training Center is committed to ensuring its participants leave with a holistic understanding of the video marketing strategy, from concept ideation to performance measurement and video SEO optimization. This training ensures that every video produced is not just visually appealing but is a powerful asset in the overall digital content marketing strategy.

Target Audience / This Training Course is Suitable for:

- Marketing Managers and Directors want to lead their visual content strategy.
- Digital Marketing Specialists aim to enhance their video creation and promotion skills.
- Content Creators and Producers looking to professionalize their video workflow.
- Social Media Managers focused on maximizing video performance on platforms.
- Brand Strategists and Communications Officers utilize video for corporate messaging.
- Entrepreneurs and Small Business Owners needing to produce high-impact, affordable video.
- E-commerce Professionals using video for product demonstration and conversions.

Target Sectors and Industries:

- Technology and Software (SaaS) seeking to simplify complex products with explainer videos.
- E-commerce and Retail focusing on product demonstrations and video commerce.
- Media and Entertainment leveraging digital platforms for content distribution and audience growth.
- Financial Services and Fintech building trust through engaging video content.

- Healthcare and Pharmaceuticals communicate complex information accessibly.
- Education and E-Learning creating high-quality instructional and promotional videos.
- Government Agencies and Equivalents utilize video for public service announcements and transparency.
- Target Institutional Departments:
- Marketing and Communications Department.
- Digital Strategy and Transformation Department.
- Content and Creative Services Department.
- Sales and Business Development Department.
- Public Relations and Corporate Affairs Department.
- Training and Employee Development Department.
- Product Management and E-commerce Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a robust video marketing strategy aligned with key business objectives.
- Master pre-production techniques, including scriptwriting and storyboarding for various video types.
- Acquire professional skills in capturing high-quality video and audio footage.
- Use advanced video editing software to produce polished, branded final cuts.
- Develop tailored multi-platform promotion strategies for YouTube, TikTok, Instagram Reels, and others.
- Implement video SEO optimization techniques for improved search visibility and organic reach.
- Analyze key video performance measurement metrics like view-through rate and conversion rate.
- Leverage video to tell compelling brand stories that build audience trust and drive conversions.

Course Methodology:

This highly interactive and practical course employs a diverse range of training methods, ensuring maximum skill transfer and application. The approach is deeply hands-on, blending theoretical insights from the digital content marketing field with immediate practical implementation. Participants will engage in daily collaborative team exercises, including simulated video production projects where they plan, shoot, and edit a short marketing video. We utilize real-world video marketing case studies from various industries to illustrate successful strategies and common pitfalls. Interactive sessions feature live demonstrations of video editing software and multi-platform distribution best practices. Crucial to the learning process is the structured feedback loop; individual and group work receives constructive criticism from the instructor and peers, simulating a professional production environment. The course integrates the latest insights into video performance measurement and A/B testing, training participants to make data-driven decisions. BIG BEN Training Center ensures the learning environment is dynamic, encouraging peer-to-peer knowledge sharing and utilizing a blend of mini-lectures, in-class discussions, practical scriptwriting workshops, and platform-specific optimization labs focused on maximizing content visibility and engagement using key industry concepts like long-tail keywords and video storytelling.

Course Agenda (Course Units):

Unit One: Strategic Video Marketing Foundation and Pre-Production Essentials

- Developing a data-driven video marketing strategy and setting clear goals.
- Defining the target audience and their video consumption habits across digital platforms.
- Mapping video content to the buyer's journey (Awareness, Consideration, Decision).
- The fundamentals of compelling video storytelling and narrative structure.
- Mastering the art of scriptwriting for different video formats (e.g., explainer, testimonial, ad).
- Creating professional storyboards and shot lists for efficient production.
- Understanding legal and ethical considerations, including copyright and model releases.

Unit Two: Professional Video Production and Filming Techniques

- Selecting and utilizing the right equipment for quality video (cameras, lighting, and audio).
- Principles of visual composition, framing, and camera movement.
- Advanced lighting techniques for different environments (studio, office, outdoors).
- Capturing clean, broadcast-quality audio: microphone selection and placement.
- Directing on-screen talent for natural, engaging, and authentic performances.
- Shooting for the edit: ensuring coverage and continuity for a smooth post-production process.
- Best practices for filming content for vertical video platforms like TikTok and Instagram Reels.

Unit Three: Post-Production Mastery: Editing, Graphics, and Sound Design

- Fundamentals of video editing software and professional workflow management.
- Techniques for creating a cohesive edit, including pacing, transitions, and B-roll integration.
- Color correction and grading to achieve a professional and branded look.
- Integrating motion graphics, lower thirds, and on-screen text for clarity and impact.
- Essential sound design: mixing voiceovers, music, and sound effects.
- Creating compelling and compliant closed captions and subtitles.
- Final output settings and rendering for optimal quality on various digital platforms.

Unit Four: Digital Platform Promotion and Video SEO Optimization

- Developing a tailored multi-platform distribution strategy for YouTube, LinkedIn, Facebook, and more.
- Advanced Video SEO optimization for YouTube, including keyword-rich titles, descriptions, and tags.
- Strategies for increasing organic reach and view duration on search and social platforms.
- Leveraging paid promotion and advertising formats on major digital platforms.
- Cross-promotion tactics to maximize video reach across a brand's entire digital ecosystem.
- Engaging with the audience: managing comments, feedback, and building a subscriber base.
- Legal compliance and advertising standards for video content.

Unit Five: Video Performance Measurement and Conversion Optimization

- Identifying and tracking key video performance measurement metrics and KPIs (e.g., VTR, CTR, engagement rate).
- Understanding platform-specific analytics (YouTube Studio, Facebook Insights) to ascertain performance.
- Conducting A/B testing on thumbnails, titles, and calls-to-action for optimization.
- Using video in email marketing campaigns to increase open and click-through rates.
- Integrating video into landing pages and sales funnels to boost conversion rates.
- Calculating the Return on Investment (ROI) for video marketing campaigns.
- Future trends in video content and technology (e.g., live streaming video production, interactive video).

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a brand effectively balance the need for authentic, humanized video storytelling with the algorithmic demands of video SEO optimization across diverse digital platforms without compromising either goal?

What unique qualities does this course offer compared to other courses?

This course stands out because it provides an integrated, end-to-end curriculum that equally prioritizes technical production skills and strategic promotion know-how. Many competitor offerings focus narrowly on one or the other, teaching production without the crucial distribution strategy or vice versa. BIG BEN Training Center, however, delivers a holistic learning experience, ensuring participants not only learn how to produce a high-quality video but also how to strategically deploy it using sophisticated multi-platform distribution and video SEO optimization techniques to achieve measurable results. The inclusion of academic models, such as those related to digital content marketing frameworks, ensures the knowledge base is grounded in established theory, while the practical, hands-on structure with a strong emphasis on video performance measurement prepares participants for immediate real-world application. We move beyond simple tool demonstrations, focusing on deep insights, ethical video storytelling, and data analysis, which allows participants to create genuinely compelling content that drives conversions and builds a loyal audience.