Advanced Video Marketing and Visual Storytelling Training Course



26 - 30 Oct 2026

Cape town

4600 € (Per Person)

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Course Introduction / Overview:

In today's digitally saturated landscape, capturing audience attention requires more than just information; it demands a compelling narrative. This course delves into the powerful intersection of video marketing and visual storytelling, providing a comprehensive framework for creating content that resonates, engages, and converts. We move beyond basic production techniques to explore the strategic core of effective video content. Participants will learn how to build a robust video marketing strategy that aligns with business objectives, from initial concept to final analytics. Drawing on principles from experts like Stanford's Dr. Jennifer Aaker, who emphasizes the persuasive power of story, this program teaches you to craft narratives that build emotional connections and brand loyalty. We will explore concepts discussed in seminal works like "Building a StoryBrand" to ensure your message is clear, compelling, and customer-focused. At BIG BEN Training Center, we have designed this immersive experience to equip you with the skills to not just produce videos, but to become a master visual storyteller, capable of driving measurable results and elevating your brand's digital presence through strategic, impactful video content.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Content Creators and Strategists.
- Social Media Managers.
- Brand Managers and Strategists.
- Corporate Communications Professionals.
- Public Relations Specialists.
- Entrepreneurs and Small Business Owners.
- Sales Professionals seeking to leverage video.
- Product Marketing Managers.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software as a Service (SaaS).
- Healthcare and Pharmaceuticals.
- Education and E-learning.
- Real Estate and Property Development.
- Hospitality and Tourism.
- Financial Services and Banking.
- Non-Profit and Charitable Organizations.
- Governmental and Public Sector Agencies.
- Media and Entertainment.

Target Organizations Departments:

- Marketing and Advertising.
- Corporate Communications.
- Public Relations (PR).
- Sales and Business Development.
- Human Resources (for internal communications and training).
- Product Management and Development.
- Customer Experience and Support.
- Digital Strategy Teams.
- Brand Management.

Course Offerings:

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

- Develop a comprehensive, data-driven video marketing strategy from scratch.
- Master the core principles of visual storytelling to create compelling brand narratives.
- Structure and write effective scripts for various video formats, including explainers and testimonials.
- Apply fundamental production techniques for creating high-quality video content on any budget.
- Optimize video content for different social media platforms like YouTube, Instagram, and LinkedIn.
- Analyze key video performance metrics to measure campaign success and calculate ROI.
- Integrate video seamlessly into the broader marketing funnel to nurture leads and drive conversions.
- Create a content calendar for consistent and strategic video deployment.
- Leverage emotional branding techniques to build a loyal community around your brand.
- Evaluate emerging trends in video marketing, such as interactive video and AI-driven content.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented. We believe in learning by doing. This course moves beyond theoretical lectures to immerse participants in a dynamic learning environment. Each day will feature a blend of expert-led presentations, in-depth case study analyses of successful video marketing campaigns, and hands-on practical exercises. Participants will work in small groups on collaborative projects, such as developing a storyboard for a brand story or creating a video distribution plan, fostering teamwork and diverse perspectives. Interactive sessions, Q&A panels, and peer-to-peer feedback are integral to the learning process, ensuring that complex concepts are fully understood and can be applied to real-world scenarios. Our approach emphasizes strategic thinking over technical jargon, equipping attendees with a versatile skill set that can be immediately implemented within their organizations to create impactful visual stories and drive marketing success. The focus is on building confidence and competence in video strategy and execution.

Course Agenda (Course Units):

Unit One: The Foundations of Visual Storytelling and Video Strategy

- The Psychology of Visual Communication and Narrative Persuasion.
- Defining Your Video Marketing Goals and Key Performance Indicators (KPIs).
- Audience Persona Development for Video Content.
- Conducting a Competitive Analysis of Video Content in Your Industry.
- The Core Components of a Powerful Brand Story.
- Mapping the Customer Journey with Video Touchpoints.
- Introduction to the Video Marketing Funnel (Awareness, Consideration, Decision).

Unit Two: Pre-Production and Strategic Planning

- Developing Your Core Video Content Pillars.
- Brainstorming and Ideation Techniques for Engaging Video Concepts.
- Mastering the Art of Scriptwriting and Storyboarding.
- Planning Your Production: Budgeting, Timelines, and Resource Allocation.
- Choosing the Right Video Styles: Explainer, Testimonial, Behind-the-Scenes, and More.
- Legal and Ethical Considerations: Copyrights, Music Licensing, and Disclosures.
- Creating a Strategic Video Content Calendar.

Unit Three: Essentials of Video Production

- Demystifying Production: Essential Equipment for Any Budget.
- Fundamentals of Composition, Lighting, and Framing.
- Capturing High-Quality Audio for Professional Results.
- Conducting and Filming Compelling Interviews and Testimonials.
- On-Camera Presence and Presentation Skills for Corporate Videos.
- Practical Guide to Shooting with a Smartphone.
- Workflow Management on a Production Day.

Unit Four: Post-Production and Strategic Distribution

- Introduction to Video Editing Principles and Software Overview.
- Crafting a Narrative in the Edit: Pacing, Music, and Emotional Arc.
- Adding Graphics, Text Overlays, and Calls-to-Action (CTAs).
- Optimizing Video for Different Platforms: Aspect Ratios and Subtitles.
- Developing a Multi-Platform Video Distribution Strategy.
- YouTube SEO: Optimizing Titles, Descriptions, and Tags.
- Leveraging Video on Social Media: Instagram Reels, LinkedIn Video, and TikTok.

Unit Five: Measurement, Analytics, and Advanced Concepts

- Understanding Key Video Analytics and Metrics (View-Through Rate, Engagement, Conversions).
- Tools for Tracking Video Performance and Audience Behavior.
- Calculating the Return on Investment (ROI) of Your Video Marketing Efforts.
- A/B Testing Video Thumbnails, Titles, and CTAs for Optimization.
- Leveraging User-Generated Content and Influencer Collaborations.
- The Future of Video: Interactive Content, Live Streaming, and AI in Video Creation.
- Presenting Your Video Strategy and Results to Stakeholders.

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:

In an era of declining attention spans, how can a long-form visual narrative still be more impactful than a short, viral video clip for building lasting brand loyalty?

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

This course distinguishes itself by focusing intensely on the strategic and psychological underpinnings of video marketing, rather than solely on technical production skills. While many programs teach you how to use a camera, we teach you why and when to use it for maximum business impact. Our curriculum is built on the principle that a successful video is born from a powerful story and a solid strategy, not just high-end equipment. We delve deep into the art of narrative construction, emotional branding, and audience psychology, enabling participants to create content that forges genuine connections. The course emphasizes a holistic view, integrating video seamlessly into the entire marketing funnel, from initial awareness to post-purchase loyalty. Participants will leave not just as video creators, but as strategic visual storytellers equipped to plan, execute, and measure comprehensive video campaigns that drive tangible business results. The practical, case-study-driven approach ensures that the learning is applicable, relevant, and immediately transferable to any organizational context.