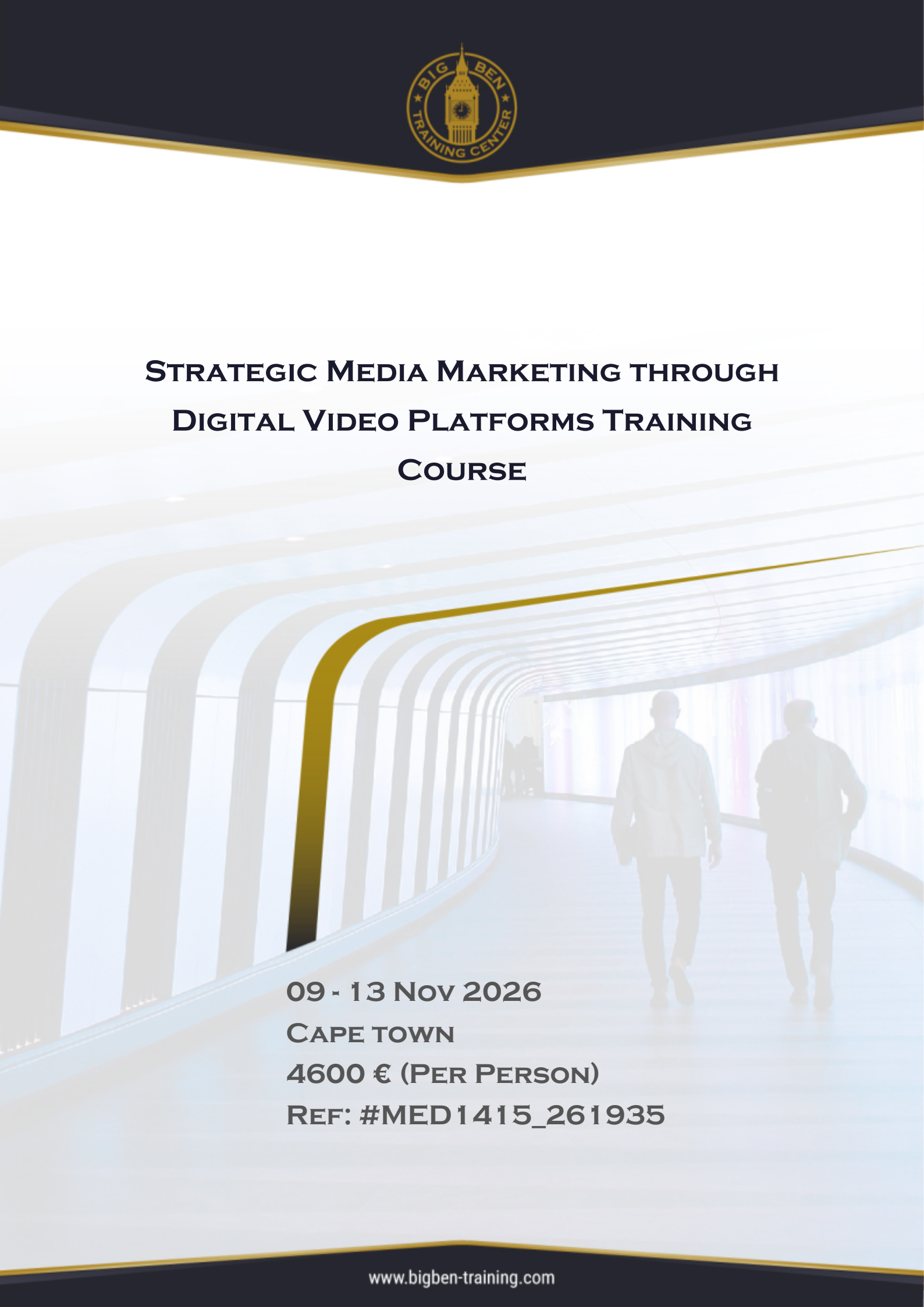
Strategic Media Marketing through Digital Video Platforms Training Course



09 - 13 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MED1415_261935

Course Introduction / Overview:

In the world of digital marketing, video content is no longer a luxury, it is a necessity for any brand that wants to stand out. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to create, manage, and use a powerful video marketing strategy. We will go into every part of the process, from developing a compelling video concept and producing high-quality video content to using different platforms for distribution and measuring your success. The course focuses on practical skills, including video production, storytelling, and using platforms like YouTube, TikTok, and Instagram Reels for brand promotion. We will also look at the theoretical foundations of video marketing, drawing on academic insights from figures like Dr. Karen L. O'Meara, a leading expert on visual communication. Her book, "The Power of Visual Storytelling," will help you understand how to create video content that truly resonates with an audience. By the end of this course, you will not only be proficient in using video platforms, but you will also have a strategic understanding of how to use video to tell a powerful brand story and achieve your business goals. This training is essential for anyone who wants to succeed in the digital world.

Target Audience / This training course is suitable for:

- Marketing and communications specialists.
- Social media managers.
- Content creators and videographers.
- Brand managers.
- Public relations professionals.
- Entrepreneurs and business owners.
- Government agencies and public affairs officers.

Target Sectors and Industries:

- Marketing and advertising.
- E-commerce and retail.
- Media and broadcasting.
- Technology and software.
- Education and publishing.
- Non-profit organizations.
- Government agencies and public institutions.

Target Organizations Departments:

- Marketing and communications.
- Digital media.
- Social media.
- Brand management.
- Content creation.
- Corporate training.
- Public affairs.

Course Offerings:

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

- Develop a comprehensive video marketing strategy.
- Create high-quality video content for different platforms.
- Master the art of visual storytelling.
- Use a variety of tools for video production and editing.
- Understand the unique features of different video platforms.
- Measure the effectiveness of your video content with analytics.
- Use video to build a strong brand identity.

Course Methodology:

BIG BEN Training Center uses a highly interactive and project-based learning approach that gives participants hands-on experience in video marketing. The program is a combination of lectures, case studies, and a final capstone project where participants will produce their own marketing video. We will use real-world case studies of successful video campaigns to analyze what worked and why. Participants will work in small groups on a mock video marketing project, from the initial concept to the final distribution. This project-based learning is a key part of our approach, as it gives participants real-world experience in a controlled environment. The program also includes workshops on technical skills like basic video editing and graphic design. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to navigate the complexities of digital video platforms.

Course Agenda (Course Units):

Unit One: The Foundations of Video Marketing Strategy

- The role of video content in the digital world.
- The psychology of visual storytelling.
- Defining your target audience and brand voice.
- Developing a video marketing strategy.
- The difference between various video platforms.
- The basics of a video concept.
- The importance of a data-driven approach.

Unit Two: Video Production and Storytelling

- The basics of video production.
- Choosing the right equipment for your needs.
- The principles of visual composition and lighting.
- The art of a good script.
- The role of sound and music.
- The entire video production workflow.
- The importance of a clear and compelling story.

Unit Three: Platform-Specific Video Content

- Creating effective video content for YouTube.
- The importance of YouTube analytics.
- The principles of short-form videos for TikTok and Instagram.
- Using live video for engagement.
- The role of video on LinkedIn for B2B marketing.
- The basics of video advertising.
- The future of digital video platforms.

Unit Four: Distribution and Promotion

- The principles of video distribution.
- Using social media to promote your content.
- The role of paid advertising.
- The importance of a strong headline and thumbnail.
- The basics of search engine optimization for video.
- Building a community around your video content.
- The importance of a consistent schedule.

Unit Five: The Video Marketing Project

- Presenting your final video marketing project.
- A review of the entire video production process.
- A deep dive into case studies of successful video campaigns.
- Troubleshooting common challenges.
- The long-term plan for a career in video marketing.
- A final Q&A with the instructors.
- A review of key concepts.

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 does the demand for authentic, short-form video on platforms like TikTok challenge the traditional, high-budget, and highly polished approach to corporate video production?

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

This training program is different because of its strong focus on the strategic side of video marketing. While many courses focus on just tools or a single platform, this one, provided by BIG BEN Training Center, teaches you how to develop a complete and effective video marketing strategy that is truly integrated with your brand. The hands-on, project-based structure is a major plus, as participants will develop a complete video project that they can use as a portfolio piece. We also go into the nuances of platform-specific content and the importance of a data-driven approach. We believe that this comprehensive approach, which combines creativity with strategy, gives participants a strong foundation for a successful career in video marketing.