Digital Skills, Sales & Marketing

A Complete Guide to Video Marketing: The Key to Differentiation

Course Details

Price

£235.00

CPD Points

3.00

Length

Half day (09:00-12:00)

Course Overview

During this course delegates will learn how to think strategically and creatively about video as a powerhouse tool for social proof, connection and trust building.

Being brilliant at what you do and communicating that online are two separate skills.

This course will develop an understanding of video formats and will give delegates the confidence to deploy the right ones to achieve specific outcomes for their business.

Content

- Creating Value and Building Capital

- Story: The Key to Legacy
- Customer Centric Strategy
- Sales Psychology in Video
- Platforms: What, When & Why
- Create Outcomes, Not Content
- The Role of AI in Video Marketing
- Expert Guide to Briefing & Video Processes

Benefits

This course is for innovators who are ready to communicate with purpose and direction, whilst gaining a clearer vision of what differentiation looks like to them.

- Build public reputation as a category leader
- Take an objective, detached view of your customer/clients needs
- Understand what really drives engagement
- Simplify your messaging
- Expose the existing gaps in your communications
- Identify opportunities to add value that shortens the trust cycle
- Receive direct feedback in response to your specific queries

Assessment

At the end of the course, delegates will have the opportunity to reflect and share where they think video can add value and depth to both potential and existing clients.

The course tutor will also share feedback and personal insights.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s) Any queries please do not hesitate to contact us via **admin@gta.gg** or

call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Ewan Champion-Smith

Ewan has always aspired to tell stories and is passionate about using film & video to humanise organisations, with relatedness and trust at the heart of his approach. As founder of Champion Smith Creative, Ewan has taken this approach with over 50 businesses and NPOs in the past 5 years. Now, Ewan's goal is to lift the mist and help businesses look at what really matters in a sea of saturated content and competition.