



YOUTUBE MARKETING

- Canva Basics Introduction
- Text, Shape & Color Understanding
- Thumbnail Creation - YouTube
- You Tube Metric & Insights
- Channel Creation & Basic Set up
- VN Editor - Mobile Editing Software Training
- Content Writing for YouTube - 1 Minute Scripts
- YouTube Video Formats & Files
- YouTube Ads Understanding
- PPV Set up
- Video Ads - Google Ad set up
- Types of YouTube Ads & Purpose
- Monetization for YouTube Channels
- YouTube Ad Policy Understanding
- Copyright issues overcome in YouTube
- Project 1
- Project 2