

Video for Business with Pitman Training

Video for Business has been created to show you that professional videos for your business are within reach. You no longer need thousands of pounds and a full team of experts, to be able to create corporate videos or videos for marketing your company.

Now you can do it! This short online course walks you through the technical aspects you need to know but it also goes much further than that. It shows you how you can use video in business, and helps you understand how this fits into the wider marketing mix.

Aims & Objectives

At the end of this course you'll be able to see how you can create a professional looking video for your business, on a budget. You'll understand how to get the best from technology, and how to then leverage this content to a wide audience.

Taking you through step by step, Video for Business is here to introduce you to the process of creating videos and to help you feel confident and excited about the opportunities.

Course Content

Video for Business takes you through the basics of understanding how to create a professional video, and it walks you through all elements involved.

With Video for Business you'll see:

**How powerful videos can be * How to create a strategy *
How to plan for success ***

You'll learn how to:

- Create a great video, and what equipment is needed
- Capture sound and lighting for a professional look
- Use framing and create strong compositions
- Convert and edit video files with clickable links
- Publish and distribute your video on multiple platforms
- Report on your success with analytics

As a result you'll be able to create, edit, distribute and monitor the success of videos you produce. You'll also understand how to reach new audiences and mobile audiences through video.

Video is an increasingly popular medium - customers enjoy it as a communications method, and Google ranks it highly through search engine optimization, 2 very good reasons to get in the picture!

Video can also help you reach millions of new customers, in a matter of seconds and we're pretty sure your boss will be interested in that.

Designed for

Video for Business is suitable for anyone but PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, entrepreneurs as well as those involved in PR, event management and promotion will most definitely see value in it.

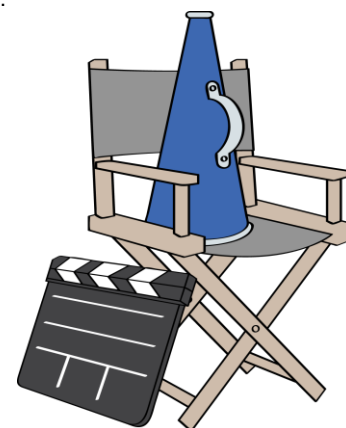
It's a great skill to develop for any marketing professional or anyone involved in promoting a company online. Adding skills like this to your CV will always be useful and this could really help you stand out when looking for a new job, or promotion.

Prerequisites

None.

Duration

Video for Business can be completed in about 5 hours and is run online so you can pick it up and put it down to suit you. The course is broken down into modules so you can work through it at your own pace, making sure you understand all elements before moving onto the next.



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