

Video for Business



This short online course walks you through the technical aspects you need to know to create professional business videos and also help to understand how this fits into the wider marketing mix.

IS THIS FOR YOU?

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.

ABOUT THIS COURSE

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.

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 optimisation, 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..

AIMS AND OBJECTIVES

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.

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.

PRE-REQUISITES

There are no pre-requisites required for this course.

CAREER PATH

This course could lead to a rewarding career in digital media. Roles such as Video Editor, Producer, Marketing Manager, Content Producer, Videographer are all possibilities that you could aspire to.

COURSE DURATION: AROUND 10 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 10

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

020 7256 6668

or visit: www.pitmanlondon.co.uk

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