



# VIDEO MARKETING ON SOCIAL MEDIA

Video marketing gives customers the privilege to absorb a huge amount of information in a short amount of time. As research shows, 8 out of 10 people tend to buy products after watching a brand's video.

Learn how to shoot and edit your own videos for your business or your personal YouTube channel. Attract your own pool of subscribers and WOW them with your video editing skills!

## Workshop Info

- 28 Hours Physical Classroom Learning
- 2 Hours Assessment
- SkillsFuture Funding
- This workshop consists of 1 module:
  - Videography and Video Editing

TGS-2021003562 - Eligibility Period: 26/03/21 to 25/03/23



SCAN TO ENQUIRE

## Workshop Fees

90% Funding

**\$255.00**

Singaporeans aged 40 above  
or  
Small Medium Enterprise

\$15/hr Funding

**\$1,155.00**

Singaporeans aged  
21-39yrs old / PRs

Full Workshop Fee

**\$1,605.00**

All prices quoted is inclusive  
of GST

## Pre-Production

- Storyboarding
- Shot Planning
- Script Writing

## Production

- Video Shooting
- Usage of Angles, Lighting, Shot sizes, Composition, Exposure, and etc.
- Usage of environment and subjects to tell a story

## Post Production

- Video Editing using Adobe Premiere Pro
- Adding of text, subtitles, voiceover, background music
- Creating smooth and creative transitions

## Video Marketing

- Content Scheduling
- Social Media Monetisation (FB, IG, YouTube)
- Analytics of making a Viral Video

# What Will You Learn?



## What to expect?

- An understanding of the current trends and practices on YouTube and Instagram
- Compare and contrast between simple video editing using native filters and stickers and professional video editing using Premiere Pro
- Using the “three-act structure” to present your video
- What makes a video go viral

## Workshop Outcome

At the end of the workshop, you will be required to present a video that is suitable for content marketing on YouTube or Instagram

## Additional Info:

- Absentee Payroll : Claimable at \$7.50 per hour of training.
- All nett fees are claimable via : SkillsFuture Credit and PSEA funding.
- Learners are required to bring their own laptops for training. Rentals are available subject to availability.