



## **Video Marketing – Strategise, Create and Engage (4 SESSIONS X 3 HOURS)**

In this four-session short course, learners will learn to develop a video marketing strategy, apply the art of storytelling, acquire the fundamentals of video production and execute the final delivery. They will learn to attract and engage their target audience through interesting stories to promote their brand, products and services. Learners will acquire the video production skills to create their video as planned and share it over various social media platforms. This course is recommended for business owners, entrepreneurs, public relations and marketing executives interested in creating and publishing engaging videos on social media platforms such as Facebook, Instagram and YouTube

### **Course Content**

- Build a video marketing strategy
- Understand the types of video marketing
- Apply the art of storytelling for business
- Understand and apply video production techniques
- Learn how to share the completed video on social media platforms



### **Certification:**

Learners will be presented with a Certificate of Participation upon attaining a minimal 75% attendance rate.

## Enquiries:

### 1) Application

Please scan the QR code below or click [here](#) to apply.



### 2) Contact details

Tel: 6512 1388

Email: [lifelongeducation@nafa.edu.sg](mailto:lifelongeducation@nafa.edu.sg)

---

## Trainer's Profile:

### **Matthew Ng**

Matthew holds a Bachelor of Arts (Multimedia) and is a passionate practitioner in digital creative and marketing. He has spent over two decades helping multinational companies and local enterprises across various industries gain a strong market presence in a competitive business world. He has been imparting his real-world skills and experience in various educational institutions for the past 14 years, preparing the next generation and current workforce to meet the demands and challenges of the digital economy.