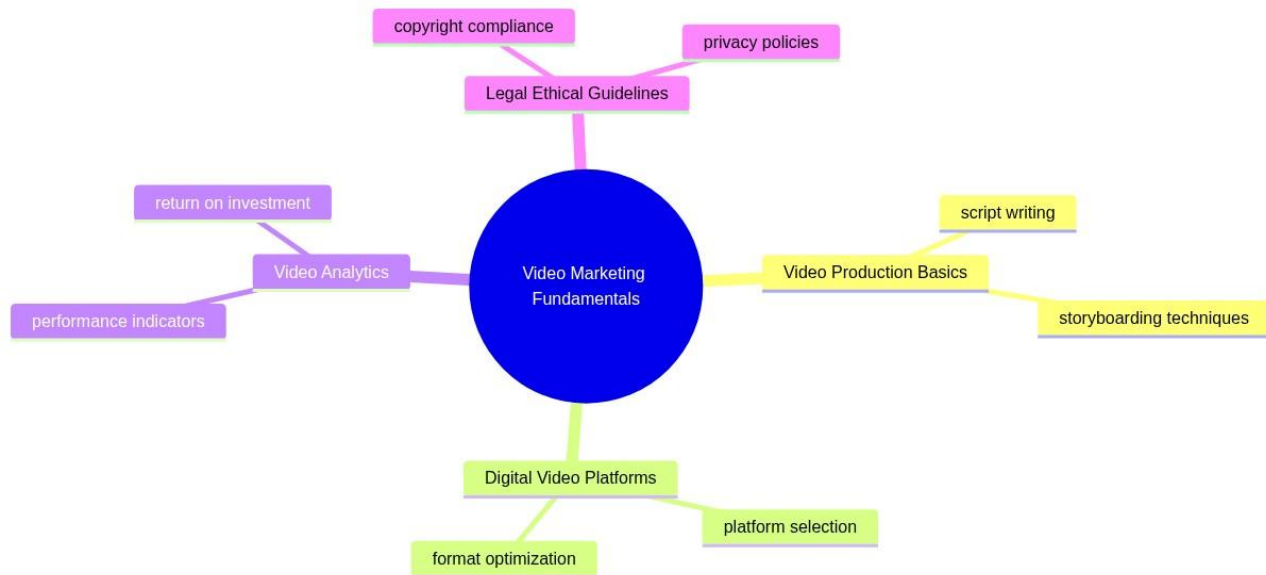


Executive Certificate in Video Marketing

Video Marketing Fundamentals



mindmap

root((Video Marketing Fundamentals))

Video Production Basics

script writing

storyboarding techniques

Digital Video Platforms

platform selection

format optimization

Video Analytics

performance indicators

return on investment

Legal Ethical Guidelines

copyright compliance

privacy policies