London TDM

Marketing and Communication Training Courses

Course Venue: United Kingdom - London

Course Date: From 29 March 2026 To 02 April 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

In today's digital landscape, video and visual communication have become essential tools for effective marketing. This 5-day professional course is designed to equip marketing professionals with the skills and knowledge needed to leverage visual content to enhance brand messaging, engage audiences, and drive business results.

Objectives

- Understand the role of video and visual content in modern marketing strategies.
- Learn how to create compelling visual narratives that align with brand goals.
- Explore various tools and platforms for creating high-quality video content.
- Analyze successful case studies and campaigns utilizing video marketing.
- Develop and execute a visual marketing campaign from concept to evaluation.

Course Outlines

Day 1: Introduction to Video and Visual Communication

- Overview of video and visual communication in digital marketing
- Trends and innovations in visual content
- The psychology of visual storytelling
- Understanding audience engagement through visuals
- Setting objectives for video marketing campaigns

Day 2: Video Content Creation and Tools

- Introduction to video production techniques
- Exploring video editing software and tools
- Lighting, sound, and camera basics
- Creating engaging animations and graphics
- DIY video production for marketers

Day 3: Leveraging Visual Platforms

- Understanding the power of social media platforms for video
- Optimizing video content for different platforms
- Utilizing live streaming to connect with audiences
- Best practices for visual content on Instagram, TikTok, and YouTube
- Measuring success: Analytics and insights

Day 4: Case Studies and Campaign Analysis

- Review of successful video marketing campaigns
- Analyzing brand storytelling techniques
- Lessons learned from viral video successes
- Guest speaker: Insights from industry professionals
- Interactive session: Group analysis of visual campaigns

Day 5: Developing a Visual Marketing Strategy

- Defining goals and target audience for visual campaigns
- Creating a comprehensive video marketing plan
- Budgeting and resource allocation for video projects
- Testing and iterating video content based on feedback
- Final project presentation and peer review