



Ministry of Micro, Small and Medium Enterprises,  
Government of India



**MSME TECHNOLOGY CENTRE, BENGALURU**

**MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA**

KIADB Industrial Estate, Devanahalli, Bengaluru

<https://www.msmetcblr.org/>

## **BRIEF DESCRIPTION OF TRAINING PROGRAMME**

**2 Days Government Certification on  
YOUTUBE BUSINESS TRAINING  
How to Start YouTube Business**

**How to Promote your Business/Yourself in YouTube using AI**

**Live Interactive Session**

### **COURSE CONTENT:-**

Topics to be covered:

- Professional YouTube
- Channel Setup
- YouTube Videos
- Reels & Shorts
- Video Shoop
- Equipment's Handling
- Video Editing, Voice Dubbing
- Title Animation, Content Creation
- Audience Targeting

- YouTube Monetization
- Subscribers Increasing tips
- YouTube Business Type
- Analytics
- Page Branding
- Earning Money
- Attracting Viewers
- Investment Cost
- Social Media
- Video creation platform
- How to create a video
- Thumbnail designing
- How to Promote your Business/Yourself in YouTube using AI
- YouTube script Writing

## Benefits of YouTube Training

- **Businesses Can Acquire Qualified Traffic**
- **Use YouTube Videos to Increase Your Visibility on Google**
- **Utilize High Conversion Rates for Videos**
- **Build Brand Authority and Trust**
- **Marketing On YouTube Will Help You Get Found On Google**
- **Your Content Never Dies**
- **Grow Your Audience Worldwide**
- **Your Audience Will Promote You and Buy from You**
- **Target Your Audience with AdWords for Video**
- **Rank on Google**
- **Reach a massive audience**
- **Boost brand credibility**
- **Video has a higher conversion rate**
- **Reach a bigger audience with YouTube ads**

**Date- 28 & 29 September 2024 (2 Days) Time- 5 pm to 8.30 pm**

**1) Course Fee: Rs. 3000/- (Study material in softcopy shall be provided)**

**FOR MORE DETAILS PLEASE CONTACT:**

**Mobile: +91- 9818676612**

**Website: <https://www.msmechblr.org/>**