

CHAPTER OVERVIEW

19: Retain - Video Marketing

Learning Objectives

In this chapter, you will learn:

- Why video marketing is such a powerful, versatile and effective marketing channel online.
- How successful online videos are produced, step-by-step.
- Paid, earned and owned methods of promoting your online video.

[19.1: Introduction](#)

[19.2: Key terms and concepts](#)

[19.3: Video content strategy](#)

[19.4: Video production step-by-step](#)

[19.5: Video promotion](#)

[19.6: Facebook Video](#)

[19.7: Case study - Nike Chicago Cubs Someday](#)

[19.8: The bigger picture](#)

[19.9: References](#)

[19.10: Advantages and challenges](#)

[19.11: Measuring Success](#)

[19.12: Tools of the trade](#)

[19.E: Video Marketing\(Exercises\)](#)

[19.S: Video Marketing\(Summary\)](#)

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