



UNBOX YOUR BRAND: CREATE YOUR STORY THROUGH YOUTUBE AND TIKTOK



WITH
KAYLA FLAM

So, your biz is growing. You're tiptoeing to the edge of the social media cliff and scanning the horizon. You look down, see all the social media platforms, and try to figure out how to expand your reach. Don't know where and when to take the plunge? Editor and videographer Kayla Flam can give you advice on how to start your video journey using two of the most popular platforms: YouTube and TikTok. In this course, Kayla gives expert advice on how to best use them to promote your biz and attract new customers.

Learn how to create great video content with authenticity, confidence, and flair, and have fun while doing it!

- Video allows you to connect with your audience in a way that text simply can't. It shows the human side of your business, which is super important in growing a relationship with your clients and potential clients.
- It keeps them engaged, so if you're in between purchase points, it keeps you top of mind for your audience.
- Plus, if your channel grows large enough, you can use YouTube or TikTok as an additional source of income, either from monetizing your videos or affiliate marketing.

- There's work to be done before starting your channel- you need to know your intended audience, why you're starting your channel, what your goal is, and what you're going to talk about.
- The channel needs to be sustainable and you need to tell stories!
- Remember you're making videos for humans, not the algorithm.
- It's going to take time to be successful- YouTube can take around 30-40 videos before you see exponential growth.

About Kayla Flam

Kayla is an editor and videographer based in Chicago. She's worked in video production for over a decade and has advised all types of businesses from small startups to large brands on content creation. Kayla likes to call herself a "MacGyver of video production" and has lots of random knowledge from all the industries she's done videos for. Kayla is also a mom to two humans and four cats. You can find her work at KaylaFlam.com.

QUESTIONS TO CONSIDER WHILE WATCHING THIS COURSE:

1. Who's your target audience for your channel? Why?
2. Why are you starting this channel and what is your goal for the videos?
3. What are your ideas for content for your videos? List 15-20 topics.
4. How often do you envision creating videos? How will you keep that sustainable?



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