



YOUTUBE CONTENT CREATION

NICHE . TITLES . THUMBNAILS
SCRIPTING . RETENTION . S
ANALYTICS . MONETISATION

DURATION

30 Hours

LEVEL

**Beginner to
Intermediate**

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A YouTube course covering channel strategy, packaging, retention editing and monetisation. The course is built on how the platform actually distributes video: packaging (title and thumbnail), click-through, retention and satisfaction. Production, scripting and analytics are taught against those levers.

Learners publish three videos and a Shorts set, then run an analytics review.

WHO IT IS FOR

Aspiring creators

Marketing teams running brand channels

Educators publishing lessons

Freelancers offering channel management

PREREQUISITES

Basic video editing familiarity helps but is not required.

02 LEARNING OUTCOMES

01 Choose a niche and format with audience demand.

03 Write titles and design thumbnails that earn clicks.

05 Film and edit efficiently at a repeatable quality.

07 Read analytics and decide what to make next.

02 Research topics with search and competitor data.

04 Script for retention with strong openings.

06 Publish Shorts strategically alongside long form.

08 Monetise with ads, sponsors and products.

01 CHANNEL STRATEGY

Niche selection

Format library

Naming and branding

Audience definition

Channel positioning

Upload cadence

02 TOPIC RESEARCH

Search demand

Trend timing

Validation before production

Competitor outlier analysis

Idea backlog

PRACTICAL

20-IDEA BACKLOG

03 PACKAGING

Title formulas

Text and face use

Click-through benchmarks

Thumbnail composition

A/B testing thumbnails

PRACTICAL

THUMBNAIL SET

04 SCRIPTING

Hook structures

Segment pacing

Calls to action

Open loops

Payoff placement

Script templates

PRACTICAL

FULL SCRIPT

05 PRODUCTION

Camera and lighting basics

B-roll planning

Batch filming

Audio

Screen recording

Studio on a budget

06 EDITING FOR RETENTION

Pacing

Graphics and captions

Music use

Pattern interrupts

Chapter structure

Retention graph reading

07 SHORTS AND COMMUNITY

Shorts strategy

Community tab

Live streams

Repurposing

Comment strategy

Collaborations

08 ANALYTICS AND MONETISATION

Impressions and CTR

Traffic sources

AdSense

Products

Average view duration

Audience retention

Sponsorships

PROJECT

THREE VIDEOS WITH ANALYTICS REVIEW

04 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Final project and review	40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

YOUTUBE CREATOR

CHANNEL MANAGER

VIDEO CONTENT STRATEGIST

SOCIAL VIDEO PRODUCER

FREELANCE CONTENT CREATOR

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