



& web 2.0 Day 1

Fabien Marchesini

Part 1) Marketing & strategy :

identifying your objectives, your target,
building a plan and defining your KPI.

C) Key Performance Indicator (KPI)

- Paid media, own media, earn media.



**Part 2) How to change behaviours
through advertising ?** The secrets of
psychologist and advertising superstar
Adam Ferrier.

Part 3) Zoom on YouTube and other social media. What are their particularities, leverage means, how can you adapt your content to each platform ?

Part 4) How to stand out from the crowd on social media ?

Part 5) The power of influencers (above
all on YouTube).

Part 6) The importance of community management to build an active community.



& web 2.0 Day 2

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9h30-10h30 : Masterclass “How to create an awesome video ?”

Part 1) Storyboarding : the importance
of writing a scenario and the codes of
web video

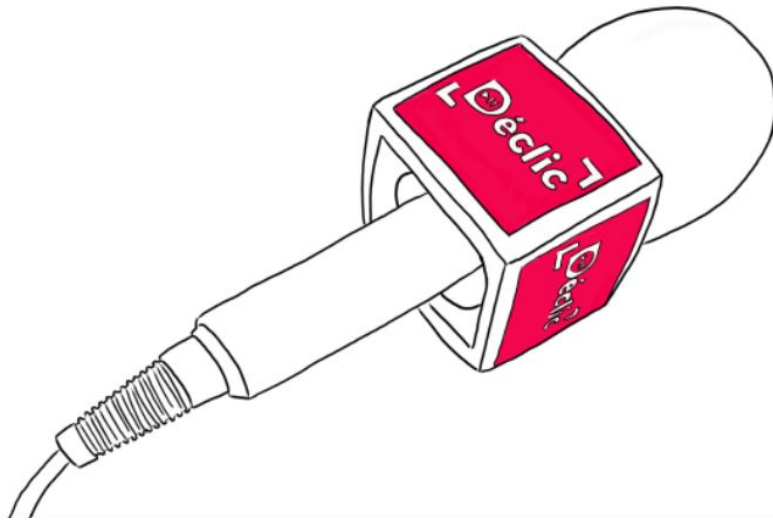
Part 2) Filming : how to arrange a scene
and use different shooting techniques

Part 3) Editing : the basics, a few tricks,
how to export a video ?

Let's stay in touch !

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