

# Video Marketing Strategy for Ed-Tech platforms training about Stock Markets

A Report By Atticus Advisors

May 8, 2021

# Approach

## Objective

To bring about **Brand Awareness** in the audience

## Target Audience

**Gender:** Male/Female/Others

- **Age:** >35 Years
- **Profession:** Any

## Key Initiative

- Roll out **target audience specific content** to increase **brand visibility** and boost **brand recall**

# Milestones



## Instagram

**Weekly:** On an average 10 to 15 videos per week

**Monthly:** On an average 50-55 videos per month



## YouTube

**Weekly:** On an average 8-10 Video of long and short videos per week

**Monthly:** On an average 35 to 40 Videos per month

# YouTube Video Strategy

Category	Video Series	Duration	Frequency
Generic/ Informative	<b>Monday Technical Talks Series:</b> <ul style="list-style-type: none"> <li>Type of trends-Uptrend Market, Downtrend Market</li> <li>Type of trading- Day trading, Swing trading, Option trading, Trend following, Long term Trading</li> <li>About Candlestick pattern, Trend lines, Momentum</li> </ul>	8 To 15 Min	Once at the Start of a Week
	<b>Monday Morning Predictions:</b> <ul style="list-style-type: none"> <li>Short market analysis of companies and how they going to perform in a particular week</li> </ul>	5 Min	Once at the Start of a Week
Specific/ Technical	<b>Technical Learning Series:</b> <ul style="list-style-type: none"> <li>Market Introduction</li> <li>Market Cycle, Chart, Trends</li> <li>Basic Strategies</li> <li>Trading Terminologies</li> <li>Chart reading</li> <li>Day trading for beginners</li> </ul>	15-20 Min	Once in every Two weeks

# YouTube Video Strategy

Category	Video Series	Duration	Frequency
Product Talks	<b>Product Video Series:</b> <ul style="list-style-type: none"> <li>Educate the prospective consumers about your products</li> </ul>	5 To 10 Min	Any time in the week
	<b>Other Products Series:</b> <ul style="list-style-type: none"> <li>Cryptocurrencies</li> <li>Tips to Crack Trading Challenges</li> <li>Other Financial Products</li> </ul>	5 To 10 Min	Any time in the week
Personalized/ Personal Stories	<b>Mistakes by traders Series:</b> <ul style="list-style-type: none"> <li>Common mistakes which lead traders toward failure</li> <li>Slow winning rate</li> <li>Stop Loss</li> <li>Trading Experience sharing</li> </ul>	15 Min	Once in every two week
	<b>Customers Testimonials</b>	5 Min	Once in a month

# YouTube Video Strategy

Category	Video Series	Duration	Frequency
New Video Offerings	<b>Market Analysis Video Series:</b> <ul style="list-style-type: none"> <li>NIFTY Analysis</li> <li>Stock Market Weekly Analysis</li> </ul>	5 To 10 Min	Any time in the week
	<b>Short Video Series/ Ask Your Mentor:</b> <ul style="list-style-type: none"> <li>Important lessons about trading</li> <li>Difficulties in trading</li> <li>Common mistakes</li> <li>Trading Plan</li> <li>How to choose financial advisor</li> <li>How to read charts</li> <li>Impact of news on market</li> <li>How to not loose money in market</li> <li>Stock selling strategies</li> <li>Best trading Books</li> </ul>	3 To 5 Min	Once in a week
Disruptive	<b>Algorithm Trading Series:</b> <ul style="list-style-type: none"> <li>Algorithm trading introduction</li> <li>Algorithm trading advantage as compared to discretionary trading</li> <li>How to get it started</li> <li>Live Algo Trading</li> </ul>	15 Min	Once in every two week

# Instagram Video Strategy

Category	Video Series	Duration	Frequency
<b>Generic/ Informative</b>	<ul style="list-style-type: none"> <li>Current Financial stock market related News</li> </ul>	2 Min	Twice in a week
	<ul style="list-style-type: none"> <li>Pre-Market Reports- Information about Asian and American markets</li> </ul>	5 Min	Once in a week
<b>Specific</b>	<ul style="list-style-type: none"> <li>Daily Market Recap</li> </ul>	2 Min	Daily
	<ul style="list-style-type: none"> <li>Stock Market related tutorials</li> </ul>	10 Min	Once in every two week
	<ul style="list-style-type: none"> <li>Listed companies trend analysis</li> </ul>	20 Sec	Twice in a week
<b>Personalized/ Personal Stories</b>	<ul style="list-style-type: none"> <li>Customers Testimonials</li> </ul>	5 Min	Once in a month
	<ul style="list-style-type: none"> <li>Experience Sharing Stories</li> </ul>	5 Min	Once in a month
<b>Product Talk</b>	<ul style="list-style-type: none"> <li>Educate the prospective consumers about your products</li> </ul>	5min	Any time in a week
<b>Disruptive</b>	<ul style="list-style-type: none"> <li>Algo trading</li> <li>Stock Research Tools- Stock simulators, Charting Software, Stock screeners</li> </ul>	5min	Once in a week

# Lead Magnets: Characteristics



Problem Solving Ability



Quick to Understand Course Modules



Yielding Instant Results



Availability of High Volume Information



Clarity on Subject



Instant Access



Instilled Authority Building Factor



# Lead Magnets: Types

- Free Webinars
- Consultation calls
- Free Newsletter and Case Studies
- Free Online Tests/Quizzes
- Checklist Report
- Step-by-step guide to record podcast
- Toolkit for Webinar and podcast

- Giveaway Contests
- Free infographics
- Free access to membership portals
- Discount Coupons
- Free access in a waitlist of upcoming products
- Early-Bird Access

- Checklist for website
- Free workbook before webinar
- Free templates, E-books
- Spreadsheet and free software/calculator
- Trial to courses and software
- Access to Facebook and WhatsApp groups
- Free Videos and mini courses

- Free Cheat sheets, E-mail and Ad scripts
- Planner and productivity guide in exchange of Email
- Free Recipes, Tutorial, Audio Files
- Chapters from a books and free Industry reports and Mind maps
- Free Catalogues

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