GRID·LEARNING

How to create the perfect promotional video

A guide to making video previews that get attention and generate leads

Your Course Preview functions as the dynamic, two-minute-max trailer for your content. Situated on the course landing page, its core mission is to rapidly communicate two essential elements to the learner: the transformation you offer and the quality of your instructional delivery.

This is advisable to ensure maximum conversion and learner engagement.

Continue with the guide in order to figure out how to build your high-impact course preview

First 3 seconds

Course Image Placeholder

∫Calculus
MASTERY COURSE

Begin the video with a 3-5 second branded title screen featuring your course image, title, or the Grid Learning logo **(if permission is granted)**.

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Welcome and Introduction

Start with a one-sentence statement validating your expertise as an instructor.

Note: Use direct-to-camera footage here to humanize your course; standard smartphone video is sufficient for this introduction.

Benefits of taking this course

Clearly articulate the course benefits by defining exactly what learners will be able to do upon completion.

Shift the focus from abstract theories to concrete, practical skills that students can apply immediately in the real world.

Good Example:
"At the end of this course, you'll know how to launch a Facebook Ad campaign that generates leads."

Bad Example:
"At the end of this course, you'll understand the fundamentals of Digital Marketing."
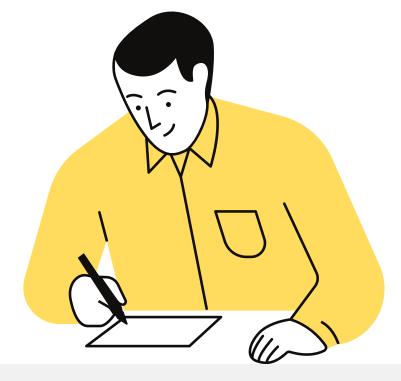
List of major learning objectives

Outline the course architecture and list the core modules you will cover. Keep this high-level!

Your goal is to showcase the roadmap of the curriculum, not to teach the specific concepts in the preview.

Avoid getting lost in the details by simply listing the headlines.

Target Audience Analysis

Developing a course begins with empathy. Define your ideal candidate by analyzing these three core dimensions:

- **Context (Roles)**: What is their current professional standing?
- **Motivation (Hopes & Fears):** What drives their desire to learn, and what worries hold them back?
- **Friction (Challenges):** What specific hurdles does this course help them overcome?

Target Audience Analysis **(Continued)**

Target Statement Example:

"This curriculum is tailored for software engineers seeking to understand essential project management, bypassing the need for lengthy, formal certification routes."

Next 10 seconds

Thank You & Call to Action

End with a strong invitation. Encourage the student to take the next step: join the course to gain this competitive edge, or view the free previews to see the value for themselves.

Most important tip:
Keep it short, preferably under 2 minutes

Tip: Upload your course preview to YouTube, TikTok and LinkedIn to drive more traffic

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