

Instagram Marketing

Introduction

In the era of digital marketing, Instagram has emerged as a powerful platform for businesses and individuals to promote their products, services, and personal brand. This comprehensive one-month Instagram Marketing course is designed to equip students with the knowledge and skills to harness the full potential of Instagram for marketing purposes.

REQUIREMENTS:

- Age: 16 years and above
- Education: Minimum Matric
- Should know how to operate a mobile and computer
- Know-how of new trends of social media
- Fundamentals of English skills

CURRICULUM:

Sr. No.	Contents
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1	Introduction to Instagram Marketing • Understanding the role of Instagram in digital marketing • Setting marketing goals and objectives • Identifying your target audience
2	Creating a Winning Instagram Profile • Setting up a business account • Optimizing your bio and profile picture • Linking to other social media platforms • Profile customization and branding • Assignment: Students create and optimize their Business profiles
3	Content Creation and Curation • Types of content: images, videos, stories • Design principles and best practices • Apps and tools for content creation • Hands-on content creation exercises • Assignment: Students create some interesting posts
4	Crafting Engaging Captions and Effective Hashtags • Writing compelling captions • Understanding the power of hashtags • Strategies for using hashtags effectively • Captions and hashtags workshop • Assignment: Students write effective captions for posts created in previous session

5	Instagram Advertising and Sponsored Content • Introduction to Instagram Ads • Creating effective ad campaigns • Budgeting and targeting options • Measuring ad performance • Assignment: Students create their first boosted post and run a simple ad campaign & analyze performance
6	Building Engagement and Follower Growth • Increasing follower engagement • Community management and user-generated content • Strategies for organic follower growth • Case studies and examples
7	Instagram Insights and Analytics • Understanding Instagram Insights • Measuring key performance metrics • Analyzing your marketing efforts • Making data-driven decisions
8	Staying Updated with Instagram Trends • Exploring the latest Instagram features and updates • Case studies of successful Instagram marketing campaigns • Preparing for the future of Instagram marketing • Final assessment

Outcomes:

- Understand the role and importance of Instagram marketing.

- Develop theoretical and practical skills in Instagram marketing.
- Learn and apply marketing strategies through Instagram.
- Identify and present how business can be scaled with an optimal Instagram marketing plan.
- Build and reach a target audience on Instagram.
- Learn to build community around Instagram for your business or brand.
- Learn to run advertisement campaign for your business or brand over Instagram.

BENEFITS:

- Identification and application of Instagram marketing with a greater target audience and client engagement.
- Analysis and implementation of marketing strategies on Instagram.
- Promotion and building of brand identity, visibility, awareness and larger target audience.
- Development as a digital entrepreneur with an online business model.

