



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

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.