

# 2 – DAY INSTAGRAM MASTERCLASS



## Introduction

The world of social media is scary and mysterious to some. For those of us who do it well, it's a magical way to connect with literally millions of people. Instagram is no longer a selfie platform, but a gold mine of opportunity for your business. This course will show you the secret strategies of using Instagram and how make it work for your business or organization so that you can stay connected and bring the best value to your audience.

This Digital Marketing course is designed to help take you from a complete beginner to a professional Instagrammer. We'll show you what needs to be done, how to do it and WHY so that you will have the right mindset that can help your business grow. Whether you are an e-commerce business, service provider, or startup, you'll learn some of the most important Instagram techniques & frameworks that the world's top digital marketers use.

The course is designed for learners to start immediately with practical activities and apply the knowledge to market themselves & organization, position their strategy, use the right messaging, increase sales, and boost customers engagement on the Instagram world.

## Course Objectives

By the end of this course, you will be able to:

- Learn what is Instagram and how it has the power to connect you to the world
- Understand the different types of content available for Instagram for business
- Create and use popular post that could be the next viral trend-setter
- Learn how to explore and utilize Instagram hashtags like a PRO

## Methodology

- Classroom Lectures
- Quiz and Test
- Practical Exercise Case Studies  
Learning Activities
- Group or Individual Work
- Self-evaluation Training

## Who Should Attend?

- This course is ideal for fresh marketers and salespeople who are part of the workforce team, agencies, intrapreneurs and entrepreneurs. All techniques and methods in this training are utilizing zero-cost outside-in marketing approach. This training will help participants gain more understanding and confidence of using digital means for business to reach and connect to your targeted audience to ultimately convert them into followers.



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## Course Outline

### MODULE 1: EXPLORING THE WORLD AND FRAMEWORK OF INSTANT + TELEGRAM

In this module, learners will learn about Instagram, one of the fastest growing social networks and why it's only going to get bigger. Participants will learn about this untapped sales goldmine to brand themselves (whether you have a product or not yet), how it relates to social media marketing and how to links with the ecosystem of the world of Facebook to connect businesses to the world.

### MODULE 2: TYPES OF INSTAGRAM ACCOUNTS TO GROW YOUR BUSINESS

In this module, learners will learn about Instagram, one of the fastest growing social networks and why it's only going to get bigger. Participants will learn about this untapped sales goldmine to brand themselves (whether you have a product or not yet), how it relates to social media marketing and how to links with the ecosystem of the world of Facebook to connect businesses to the world.

### MODULE 3: FINDING THE PERFECT TARGET AUDIENCE TO LASER TARGET THEM

Finding the perfect target audience on Instagram is crucial to the success of any business. Whether you're selling a product or service, the type of people you decide to target will have a huge impact on your bottom-line. You will learn how to focus your Instagram marketing efforts on people who are already interested in your niche so that you can grow your brand awareness and improve your web traffic.

### MODULE 4: TYPES OF INSTAGRAM POST AND WHICH ON WORKS RIGHT FOR ORGANIZATION

There are so many types of Insta posts, and you are confused about which one would work best for you? Learn about proven types of content format that would be fit and capture your audience - in face billions and billions of them using one of the fastest formats and methods. From still photos to moving videos, find out more about how it is impacting millions of lives and changing people's perspectives and opinions every single day. Explore its usages and benefits to utilize it to turn heads and stop thumbs from scrolling. We will also discover secrets of mobile photography so that you can impressively WOW your audience.

### MODULE 5: DESIGNING AND OPTIMIZING YOUR INSTAGRAM BIO

How do you make sure your profile stands out from the sea of people who are in the same business niche as you? Learn how to create a Bio that is not only eye-catching but converts! This module will show you how to make a great Instagram Bio without spending a lot of time or effort... and help have the credibility you gain more followers on Instagram too.

### MODULE 6: TYPES OF CONTENT FOR INSTAGRAM TO CAPTURE YOUR AUDIENCE

With this module, you would be able explore the 3 powerful types of sell content and use to build your content like a boss! This module helps participants understand about creating content for Instagram to capture the attention of your audience. It is designed to help you build your brand and act as a lead magnet. It will give you creative ideas for great images, videos and text that you can use.

### MODULE 7: ENTER THE WORLD OF INSTAGRAM #HASHTAGS

With this module, you would be able explore the 3 powerful types of sell content and use to build your content like a boss! This module helps participants understand about creating content for Instagram to capture the attention of your audience. It is designed to help you build your brand and act as a lead magnet. It will give you creative ideas for great images, videos and text that you can use.

### MODULE 8: CREATING INSTAGRAM STORIES, GOING LIVE AND BOUNCING OFF REELS TO BOOST YOUR REACH

Everyone loves stories and Instagram has the perfect byte sized goodies to sooth quick fixes. In this module, you will learn how to create your own unique Instagram stories, whether you are a business or organization. It's time to give your content more power and reach and create more engaging and better content for your followers. Also, you will learn how to give your content more power and reach and how to create more engaging and content via Instagram live that people can't wait to jump onto.



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### **MODULE 9: GROWING YOUR FOLLOWERS ON INSTAGRAM**

Everyone loves stories and Instagram has the perfect byte sized goodies to sooth quick fixes. In this module, you will learn how to create your own unique Instagram stories, whether you are a business or organization. It's time to give your content more power and reach and create more engaging and better content for your followers. Also, you will learn how to give your content more power and reach and how to create more engaging and content via Instagram live that people can't wait to jump onto.

