Instagram for Business

Course Description

This course starts by exploring the history of Instagram to help you understand how it's become such a powerful tool for generating sales, reaching new audiences and building brand awareness.

You'll learn how to set up an account and build and optimise a Business Profile.

The course will cover the kind of content to post and how to enhance effectiveness with photos and videos.

There's information on how to respond to comments, use direct messaging and repost user-generated content relevant to your brand to keep your audience engaged.

We'll explore the essential elements of an effective Instagram marketing strategy and show how to maximise the value of your account using brand identities, content strategies, hashtags and working with influencers.

You'll learn how to use extra features such as Instagram advertising, connecting to third-party scheduling apps and Instagram shop and product tagging.

Instagram Analytics and Insights are essential for success on the platform so we'll cover how to access and use these effectively.

Finally, we'll cover how you can use your findings to develop new and more powerful Instagram strategies.

Learning Objectives

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

- Understand why Instagram is important for business and how to create and optimise a business profile.
- How to create a brand identity and create content strategy.
- Learn how to access Instagram Insights and Instagram Audience Analytics.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online. It provides insight into how Instagram can be used to promote the company as well as using brand identities, content strategies, hashtags and working with influencers.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at using Instagram for your business.

Modules

Course	Module Number	Module Name	Pass % Required
Instagram for Business	1	The Basics of Instagram	70
Instagram for Business	2	Instagram Marketing Strategies	70
Instagram for Business	3	Instagram Analytics and Insights	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 40 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).