

Instagram Marketing

Develop paid and organic marketing strategy for Instagram. You'll learn how to create content, master Instagram Stories, and leverage hashtags to boost engagement.

Group classes in NYC and onsite training is available for this course. For more information, email nyc@careercenters.com or visit: <https://www.careercenters.com/courses/instagram-marketing>



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Course Outline

Introduction to Social Media

- The benefits of social media
- The social media landscape
- Social Media today
- Leveraging social media for growth

Developing a Social Media Strategy

- The steps to developing a social media strategy
- Identifying your target audience
- Building customer personas
- Choosing the right social media platforms

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- Introduction to Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Developing Your Instagram Strategy
- Best Practices for Setting up Your Instagram Profile
- Instagram Content Strategy
- Hashtags 101
- How to Gain More Followers
- How to Increase Engagement on Instagram
- Instagram Posting Strategy
- Instagram Features Overview
- Instagram Stories
- Influencer Marketing
- Instagram Advertising