Instagram Marketing Strategies

Course Description

This micro course explores the essential elements of an effective marketing strategy to maximise the value of your Instagram account. The course also explains how to use hashtags to increase the reach of your account

Learning Objectives

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

- Understand how to create an effective marketing strategy
- Understand how important a strong brand identity is for your account
- Know how to use hashtags to maximise the reach of your account.

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 Marketing Strategies	1	Instagram Marketing Strategies	70

Recommended System Requirements

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

Duration: 10 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*).