MODULE 1 (WEEK 1)

LESSON 1 - Getting Started
- Course Introduction
- How it Works
- Brands Who Use Instagram
- Case Studies
- History of Instagram
- Facts About Instagram
- Why it's Highly Utilized
- Strategies You're Going to Learn

LESSON 2 - Foundation Instagram Profile
- Bio links
- Bio Layout
- Highlights
- Filters
- Hashtags
- Call To Actions
- Content Themes
- Creating IG Stories
- Content Calendar

LESSON 3 - Content Types On Instagram
- IG Stories
- Giveaways
- Tutorial
- Quotes
- Videos
- Open-ended Questions
- Before & After
- Behind-the-scenes
- Promotional Posts
- Brand Story
- Interviews
- Jumping On A Trend
- User-generated Content
- Carousel Content
- Content Best Practices

MODULE 2 (WEEK 2)

LESSON 1 - Behind-the-scenes
- Organic Growth Strategy
- Understanding the Instagram Algorithm & Platform
- Types of Content With Traction
- Writing For Instagram
- Engagement Tactics
- Strategy & Results Over time
- Marketing Your Content
- Getting More Likes, Followers & Shares
- Advanced Social Distribution
- IG Hacks
- Tools - Creative, Automation, Analytics

LESSON 2 - Instagram Marketing Hacks
- Working with influencers
- Running Competitions & Giveaways
- Instagram Ads
- Making Sales With Instagram
- How To Turn Followers Into Sales
- Analyzing, Measuring results
- What's Working Right Now

LESSON 3 - Case Studies + Summary
- How Instagram Fits Into Your Omni Channel Strategy
- How One Company Did $20M in sales from Instagram
- Kylie Jenner Case Study
- Become A Great Instagram Influencer
- Keeping Growing Beyond 100,000 followers
- Summary - How To Get The Most Out Of This Course