

## 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
- ❖ Whats 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