

Instagram for Business



The Instagram course will help you learn more about the image sharing platform and how it can help with business marketing.

IS THIS FOR YOU?

You don't need to have any prior experience of Instagram before starting this course.

It's ideal if you're keen to work in digital marketing in positions such as a Marketing Assistant, Social Media Manager or blogger. It's also great if you're looking to take on more responsibility and want to work on social media for your existing employer. Roles such as PA, EA or Office Manager are often asked to assist or take on a business's social media activity due to having such a unique in-depth insight into the business.

ABOUT THIS COURSE

Marketing a business sounds simple but when you get into the details, it can be quite overwhelming. Social media has transformed how many businesses can reach their audience. Instagram is one such platform that many businesses struggle to see how it could help their marketing activity.

This course will help you start from the beginning by talking about the 'what's and whys' of Instagram for business marketing. You'll then work through how to set up your profile, post photos and videos through to what strategy to follow, how to increase your following, advertising on Instagram and best practice tips.

It's a short course, taking just 4 hours to study, and it's all carried out online so you can fit it in around your work and home life commitments.

There are two sections in this course:

Section 1:

- What is Instagram?
- Why use Instagram?
- Getting started
- Editing your profile
- Searching Instagram
- Posting photos and videos
- Expanding Instagrams capabilities

Section 2:

- Developing a strategy
- Optimise your profile for business
- Increasing your following
- Best time to post

- What to post
- Instagram contests
- Advertising on Instagram
- Managing multiple Instagram accounts
- Best practice tips
- Measuring your use of analytics on Instagram.

AIMS AND OBJECTIVES

This course will help you get to grips with this unique online image sharing platform and how it's best utilised to help promote a business.

PRE-REQUISITES

There are no formal pre-requisites required.

CAREER PATH

With this course you're opening the door to the vast world of digital marketing and with that comes many different career path options.

You could work towards a role as a Marketing Assistant or Marketing Manager, Social Media Manager or Designer. Alternatively, it's a useful skill if you're an aspiring blogger or want to be able to maximise your social media impact for your own business.

COURSE DURATION: 4 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 4

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

020 7256 6668

or visit: www.pitmanlondon.co.uk

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