



Instagram Marketing Training Course

Project Based Immersive Learning Course

Instagram Marketing Training Course Overview

Introducing Sambodhi and Education Nest's Instagram Marketing training! There is no question that Instagram marketing is highly effective today. This course covers major concepts in marketing brands, products, and services on this influential social media platform. Learn Instagram Marketing Fundamentals to rapidly build your audience, generate leads, and boost sales. Gain valuable insights on competition analysis and discover effective Instagram editing tools to drive successful business growth. Gain valuable insights into audience targeting, content creation, and engagement techniques. Enhance your digital marketing skills and boost your brand's online presence. Upon completion, you will receive a certificate from Sambodhi and Education Nest, validating your understanding of Instagram Marketing and its applicability in digital marketing environments. Join us and unlock the power of Instagram to drive business growth!

Benefits of Instagram Marketing Training Course:

The Instagram Marketing Training course offers a range of benefits for individuals looking to advance their careers in Digital Marketing. With Instagram's massive user base of over 1.16 billion, marketers and influencers have an extensive audience to target. This course provides essential skills in Instagram marketing, catering to both beginners and seasoned professionals. Whether

you're just starting out or already flourishing in the field, this training will equip you with the necessary expertise to leverage Instagram's potential and stay ahead in the competitive world of social media marketing.

Who should learn?

- Fresher's
- Entrepreneurs
- Marketing managers
- Management graduates
- Content writers
- Digital marketing executives
- Aspiring influencers

Why do you need Instagram Marketing Training Course?

Average Salary Growth:

The average salary of an Instagram marketing professional can vary depending on factors such as experience, location, industry, and the size of the company. On average, an Instagram marketing professional can earn anywhere between \$40,000 to \$70,000 per year. However, highly experienced professionals or those in senior positions may earn significantly higher salaries, potentially exceeding \$100,000 annually.

Industries:

Instagram marketing is in high demand across various industries and multinational corporations (MNCs). With over 4 million businesses actively using Instagram to promote their products and services, the platform has become a vital marketing channel. Industries such as fashion, beauty, travel, food, fitness, e-commerce, and entertainment heavily rely on

Instagram for brand promotion and customer engagement. MNCs across sectors recognize the power of Instagram's wide reach and engagement potential, leading to increased demand for skilled Instagram marketers.

Position in Market:

According to job research websites, the projection for the growth of Instagram marketing is quite promising. The potential reach of Instagram advertising is estimated to be around \$928.5 million. This indicates a significant market size and demonstrates the increasing demand for Instagram marketing services. As businesses continue to recognize the value and effectiveness of Instagram as a marketing platform, the investment in Instagram advertising is expected to grow further.

Designations:

The Instagram Marketing is suitable for a wide range of individuals, including:

- Instagram Marketing Specialist
- Social Media Manager
- Digital Marketer
- Content Marketer

Why Instagram Marketing Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**

- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

Key Skills Covered:

- Instagram Marketing
- Account Setup
- Instagram Features
- Instagram Marketing Strategies
- Building Niche Audience
- Analysis of Competition
- Master the art of organic marketing on Instagram
- Leverage Instagram for brand growth

Instagram Marketing Training Course Syllabus

Module 1: Instagram Basics

- What is Instagram?
- Instagram statistics
- Popular Instagram topics
- Creating an Instagram account
- Tour of the Instagram app
- Content strategy for Instagram
- Types of content
- Post designing techniques

Module 2: How Brands are Use Instagram

- Discover strategy models other brands are deploying
- Learn about who uses the platform and what for
- See examples of best practice from businesses
- Understand why increasing reach matters to brands; and the downsides to be aware of

Module 3: Understand Instagram for Your Brand

- Evaluate your company and key competitor online footprints on Instagram and other social networks
- Conduct competitor benchmarking to explore who is winning the race
- Be prepared! Delve into your 'asset bank' to explore the potential set-up costs
- Identify who in your organisation will manage your brand in Instagram

Module 4: Targeting the Right People

- Agree objectives for Instagram using a recognised framework
- Define your audience and build personas to accurately pinpoint the right audience
- See how to choose relevant targeting and audience options

Module 5: Instagram Content and Advertising Opportunities

- Build the scenes and prepare the stage to get started
- Understand hashtag strategies in Instagram
- Learn about the advertising options
- Find out more on content guidelines; ad sizes and image standards and the text rule
- See how to source content and build material that's shared

Module 6: Money and Measurement

- A review of Instagram advertising costs
- Explore the management tools to see results

- Measurement and integration with other channels

Module 7: Developing Your Action Plan

- Hints and tips for better ads
- Build your ad using Facebook's Power Editor
- Develop your 90-day action plan.

Career Support

Profile Building:

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

Interview Preparation:

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

Job Referrals:

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

Continuous Support:

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and



promising employment opportunities as a result of the skills they acquire during our program.