

Instagram Marketing Bootcamp

Develop paid and organic marketing strategy for Instagram. You'll learn how to create content, master Instagram Stories, and leverage hashtags to boost engagement.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://www.nobledesktop.com/classes/instagram-marketing>



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Course Outline

Section 1

Introduction to Instagram

- Introduction to Instagram
- History of Instagram
- Understanding the algorithm
- Following accounts
- Instagram features overview

Hashtag 101

- What is a hashtag
- Hashtag do's and don'ts
- Types of Hashtags
- Hashtag Research
- Creating a Branded Hashtag

Content and Interactions

- Types of Instagram Content
- Types of Instagram Reactions
- Best format types to use
- The importance of ADA compliance
- Leveraging your captions

Section 2

Creating a Business Page on Instagram

- Starting a business page
- Creating a business post

- Managing page on Instagram
- Creating reels and stories

Paid Advertising with Instagram

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Job post advertising
- Ad analytics

How to use Shopify with Instagram

- Reasons to use Shopify (even if you have your own website)
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products

Section 3

Determine your Brand Image

- Image development
- Trending visuals
- Copy development
- Audience Engagement
- Creating your own brand image

Developing a Strategy for Instagram Content

- Establish goals for Instagram
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics in Instagram

Understanding the Earn-first Approach

- Establish your audience's needs
- Earn-first approach
- How to make creative ideas
- Incorporating gamification and/or call-to-action

Section 4

Creating a Content Theme

- What is a big idea
- What is a content theme
- Determining your theme
- How to branch into sub-themes

Strategies for Capturing Content

- Understanding editing in Instagram
- Establishing visual consistency
- Recording your content

Developing a Community

- Interacting with target audience
- Understanding your audience's needs
- How to leverage your audience
- Instagram groups

Creating a Post Cadence

- Establishing your availability
- Scheduling consistent content
- Adapting your cadence