COURSE SYLLABUS

Instagram Marketing Bootcamp

Learn how to develop a paid and organic marketing strategy for Instagram, including creating engaging content, mastering Stories, leveraging hashtags, capturing content, developing a community, creating a post cadence and collaborations. Also, discover how to create a business page, use paid advertising, and integrate Shopify with Instagram.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/instagram-marketing



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Course Outline

Section 1

Introduction to Instagram

- Introduction to Instagram
- History of Instagram
- What's New
- Trend Report
- Creating a New Account
- Following Accounts
- Navigation
- Profile Page Overview

Hashtag 101

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

Section 2

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

- Establishing visual consistency
- Recording your content

Developing a Community

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

Creating a Post Cadence

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

Section 3

Types of Posts

- Posts, Stories, and Reels
- Types of Interactions
- Audience Engagement
- Benefits of each content type

Editing Posts and Reels

- Choosing Filters
- Using Instagram Photo Editing
- Creating stories
- Editing stories and adding stickers
- Recording Reels
- Editing Reels
- Creating a mock-up post

Captions and Additional Post Features

- Establish your audience's needs
- Incorporating gamification and/or call-to-action
- Being ADA-compliant with photo descriptions
- Tagging and Collaboration

Section 4

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

Using 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