

# 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.

For more information, visit

<https://cl.nobledesktop.com/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