



INSTAGRAM MARKETING FOR BUSINESS PROGRAM

- The steps in creating your own Instagram strategy
- How to identify key influencers for you target audience
- How to maximise your content's potential by posting it at the right times
- Increasing your reach on Instagram to the right audience
- How to create content for your audience
- Listening to the key signals to enhance your strategy
- How to grow your other social channels through Instagram
- Determining the right hash-tags to deliver your content to a listening audience
- Converting Instagram followers into business opportunities
- The best camera equipment for Instagram images
- How to capture images for Instagram
- How the use of filters and photo editing can effect your reach
- Web visibility to maximise your Instagram efforts
- Harnessing user-generated content (UGC) to increase your reach
- The best online tools for measuring and tracking your Instagram account
- How to set-up a Instagram-only offer for your customers
- Carousel Ads and how they can work for business
- Instagram SEO implications
- The good, bad and the ugly of current Instagram business marketing
- How to measure your Instagram marketing
- Generating a ROI from your social spend

BOOKING INFORMATION

Cost: \$795

30% Group or Multi-Course Discount

If booking more than one course or booking two or more people into the same course a 30% combined discount will be automatically applied at checkout. Different discounts cannot be combined.

Online booking options include payment by Visa, Mastercard, Amex or via invoice.



FACILITATOR

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Marcus Willis is a digital marketing professional and online content creator; he is the founder of digital marketing agency Eight Clients and the force behind the wildly popular @MelbourneToDo Instagram account which has over 42,000 followers.

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