



# ADVANCED INSTAGRAM MARKETING COURSE INFORMATION

## BOOKING INFORMATION

**Cost: \$895**

### Group and Multi-Course Discounts

There is a 30% combined discount for bookings of 2 or more people or 2 or more courses booked together - applied automatically at checkout. Discounts cannot be combined.

You can book online (is there any other way?) using Visa, MasterCard or Amex, or we can invoice you.



**FACILITATOR**  
Marcus Willis

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 96,000 followers.

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0438-551-241

## COURSE NUTS & BOLTS



### What to Bring

Your enquiring mind and your thirst for knowledge. We'll provide you with a workbook and pen, and an inexhaustible supply of lollies. If you do choose to bring a device, there will be power-boards and a wireless network available for you to use.



### Catering and Special Dietary Needs

There's a continuous supply of tea and coffee and a proper sit-down lunch to get you through the day. Vegetarian and gluten-free options are available if you let us know when placing your booking. Don't forget to let us know if you have any food allergies.



### Certificate of Training

A personalised, framable Certificate of Training will be issued to you on the day.



### Refunds and Deferments

If you give us at least **28 days notice** before the commencement date of a course a full refund is available. A deferment is available for medical reasons only (yourself or a dependent) and notice must be given at least **24 hours before** the start-time of the course. Only one deferment is allowed, and it must be used within 3 months of the original course date. A refund option is not offered on an already deferred course.



### Course Email Reminder

We'll email you a reminder 72 hours prior to the course start-date.



### Have a Question?

Call Marcus on 0438 551 241 or send an email to [marcuswillis@eightclients.com.au](mailto:marcuswillis@eightclients.com.au)



## ADVANCED INSTAGRAM MARKETING PROGRAM

Here's a breakfast blog in Sydney with more Instagram followers than Kia, Ford and Telstra... combined. Two girls started a face scrub with more followers than Australia's leading 10 companies... combined. How is this possible?

Show, don't tell. This course unpacks the successful engagement and lead strategies currently being used on Instagram by a range of sole traders, commercial and not-for-profit organisations.

The brands who are winning new customers and social interactions are creating content to delight their audience and it's not always who you might think. This course showcases some of the internet's best original content creators. We'll examine how new cutting edge content concepts are bucking the trend when it comes to social media content creation.

We'll also cover every imaginable technical aspect of Instagram, including intricacies of posting times, geo-tagging hacks and why posting with particular image dimensions will get you more likes. We'll also cover in detail the implications of Instagram's new business profiles, Instagram paid boosting and of course, Instagram stories. (Yes, it's a copy of Snapchat)

### TOPICS

- The app anatomy
- Show don't tell
- Identifying key influencers
- Instagram etiquette
- Hacking Instagram stories (upload anything)
- Instagram contests and promotions
- Optimised posting times
- Content creation and inspiration
- Concept, test and repeat
- Growing other channels through Instagram
- Instagram shopping
- Followers to customers
- Content creation workflow
- Capturing images for Instagram
- User-generated content (UGC)
- The best online tools for measuring and tracking your Instagram account
- Instagram boosting - do's and do not's
- Generating a ROI from your social spend

### TAKEAWAYS

- Copy of all slides and resources used throughout the presentation
- A cheat-sheet of all tactics and check-lists for Instagram marketing
- Real life case studies of Instagram management and campaigns that have worked for business

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