

## Instagram for Business («INSTAB»)

700 million people worldwide use Instagram every day, making this social network an indispensable part of today's marketing plan. In this seminar you will learn the basics of Instagram how to advertise and build your account.

**Duration:** 1 day

**Price:** 850.-

**Course documents:** Course presentation as PDF

### Content

- Instagram: Introduction and basics
  - What is Instagram?
  - Using Instagram in your marketing plan
  - How does Instagram differ from other social media platforms?
- Setting up an Instagram account
  - The most important settings for Instagram business accounts
  - Configuring your account settings
  - Defining your internal Instagram strategy
- Advertising on Instagram
  - Introduction to the Meta Business Suite and analysing the most important insights
  - Campaigns with Meta Ads Manager
  - Implementing your own advertising campaign
- Creating Instagram posts
  - Differences between photo and video posts
  - The correct use of hashtags
  - Tips and tricks for preparing Instagram posts
- Creating Instagram reels
  - What are reels?
  - Creating Instagram reels
- Creating Instagram stories
  - What are stories?
  - Tips and tricks for preparing Instagram stories
- Creating a social media content plan
  - Tips for engaging content
- Analyzing your Instagram account
  - Popular tools
  - Analysing interactions
  - Evaluating the quality of your content

### Key Learnings

- Creating and optimising the setup of an Instagram business account
- Understanding the differences between posts, reels and stories
- Learning about advertising options and running campaigns on Instagram
- Setting up and analysing a successful business social media account

### Target audience

Employees in communication and marketing departments, Product manager, Agencies

## Requirements

Experience in marketing, especially in digital marketing, is necessary

- [Social Media in Marketing & Communication \(«SMC»\)](#)

## Additional information

**Please bring your own laptop.**

You can store what you have learned and shown directly on your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. Please contact [info@digicomp.ch](mailto:info@digicomp.ch) after course registration.

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-instagram-for-business](http://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-instagram-for-business)