

Instagram for Business Course

This is a one day training course for organisations looking to take advantage of the marketing potential of Instagram. It covers the essentials of creating and implementing an Instagram strategy for your business.

Introduction

You how to develop a strategy to grow and engage with your target audience whilst utilising the various features and tools of Instagram. Along with platform specific techniques you can use to convert followers into customers.

This is a practical course where you will not only gain knowledge and understanding but also the opportunity to apply this to your own business.

Who would benefit from this course?

This training course is ideal for anyone who wants to use Instagram for a company or organisation.

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690 and from £590 for a private online course. Please email or call us with your preferred venue, number of delegates and any requests.

You might have some experience of using Instagram for your business, but it is not necessary for the course.

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as private courses anywhere in the UK or at our Manchester training centre.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access.

You will be to able see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

5 Star Rated Course

Expert LinkedIn Trainer

Practice Led Learning

3 Months Online Support

100% Trainer led

Course Notes Provided

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

Great trainer, with an excellent subject knowledge. Content was useful and relevant to job role. [Sarah] tailored course to individuals needs & skill level.

Nicole Sellers
Arvia Technology

mtraining

Instagram for Business

Course Outline

Using Instagram to Grow Your Business

Why Instagram is a credible business marketing tool

Understanding your target audience

Engaging your audience

The algorithm

Instagram Profile Basics

Step by Creating a stand-out bio

Multi-link features

The benefits of Business and Creator Accounts

The Instagram Grid

Latest trends and developments

Inspiring grid ideas

Instagram Stories

Step-by-step guide to creating Stories

The Do's and Don'ts

Content ideas for business

Instagram Reels

What are Reels

How to use them for business

Step by step guide to creating Reels

Inspiring examples

Going LIVE on Instagram

How to go Live like a pro

Must-know features

Insider tips

Hashtags

How hashtags work

Know how to use hashtags with all the Instagram features

Using search to create your hashtags

Instagram Insights

Using data to measure your success

Key metrics to use

Handy Tips and Tools to Create

Standout Content

Posting frequency

Creative tools

Social media Scheduling tools

To book please see next page

Google

5.0 ★★★★★

The social media course was very helpful.

Our instructor was very knowledgeable and I left equipped and with things to consider that I had never thought about before.

Tim Brown
Acts 29

For private courses the course content can be adapted to suit your requirements.
Please contact us to discuss your requirements.



Instagram for Business Course

Why Choose M Training's Instagram Training Course

- Run by a Social Media expert who runs social media campaigns for many companies, agencies and organisations
- 5 Star Rated in Google and Facebook
- and post course reviews
- Courses available at your offices,
- Online, or at our Manchester
- training centre
- Detailed course notes provided
- Lunch & refreshments provided (if held at our offices)
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a private online course or £690 for a classroom based course.

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or online.

How to book

To book your private 1 Day Instagram course send us an email or give us a call.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

I found the course really useful and it has made me excited to implement some great changes. Thank you so much!

Jonathan Marr |
Neve Fleetwood

