



# Instagram Marketing

Grow | Engage | Monetise

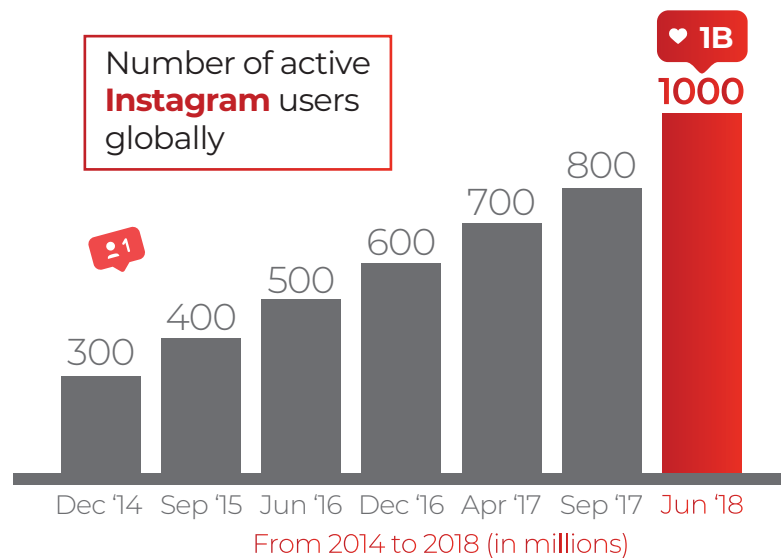
Course Brochure



## Learn **how** to?

- ✓ Create engaging Instagram profiles
- ✓ Build an active following online
- ✓ Monetise your Instagram account
- ✓ Convert followers to paying customers
- ✓ Maximise Instagram engagements

Number of active **Instagram** users globally



## Why study Instagram marketing?

### Accelerate Your Career

Develop in-demand skills to leverage new, high-paying employment opportunities

### Practical Experience

Access comprehensive strategies, tools and templates to grow your business

Become an expert in the **fastest growing** digital marketing channel

## Who should take this course?



### Instagram Influencers

- Create new income sources
- Partner with key brands
- Use Preset features



### Entrepreneurs

- Build an awesome online brand
- Identify the perfect customer
- Generate sales through Instagram



### Marketing Professionals

- Create new income sources
- Engage Instagram Influencers
- Establish a reputable online brand

Grow your knowledge and expertise to outperform the competition



# Instagram Marketing

## Comprehensive Course Content

- 01 Introduction to Instagram Marketing**  
Turn your account from 'everyday use' into a strategic marketing tool.
- 02 Understanding the Instagram Algorithm**  
Learn how the platform works and use this to your advantage.
- 03 Creating Great Content**  
Identify your niche and the type of content you will produce.
- 04 Defining Your Instagram Strategy**  
Understand how different types of content work on the platform.
- 05 Making It Happen**  
Manage your content production for efficiency and optimal results.
- 06 Setting Up Your Profile**  
Construct a professional and reputable account that builds trust.
- 07 Configuring Posts For Engagement**  
Create content that captivates the attention of your target market.
- 08 Attract Profile Visitors**  
Connect with the type of followers you want for your business.
- 09 Measure Results & Adjust Your Strategy**  
Learn and understand the metrics that increase profile growth.
- 10 Monetise Your Instagram Account**  
Use your account to generate new, effective revenue streams.

## Why Choose this course?

Developed by Experts



Our Experts Feature In



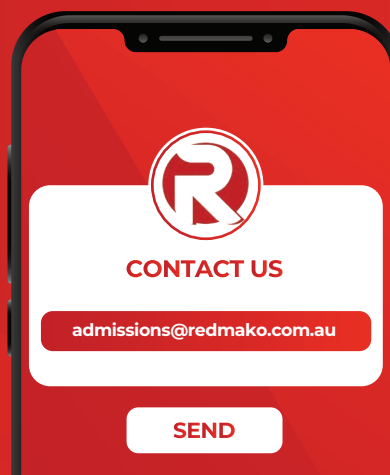
Learn By Doing Not Listening



Proven & Growth Strategies



WHERE THE WORLD GOES TO STUDY SOCIAL MEDIA



CONTACT US

admissions@redmako.com.au

SEND