



COURSE

INSTAGRAM FOR ECOMMERCE

Course overview

- You target audience is waiting there on Instagram platforms. This course will teach you how to send your message to them, what message to send and how to create it. It also teaches you how to make the best out of your advertising campaign on Instagram.

What Will you Learn?

By the end of this course you will be able to do the following:

- Learn about Instagram as a Marketing tool.
- Learn how to target your audience to reach them.
- Learn how make Instagram campaigns and how to choose their objectives.
- Learn how to set your bidding and budgeting.
- How to read insights and take corrective actions.
- Understanding Types of Campaign Objectives.
- A/B Testing & its importance.
- How to set up the Highest Return with the lowest cost.
- Creating Ads Reporting & Reading the insights.

12 Total Course
HOURS

3 DAYS (4 hrs each)



Course Outline:

COMMUNITY MANAGEMENT FOR INSTAGRAM:

- Introduction about Instagram.
- Create page (Select the page category for relevant industry).
- Create Instagram account (Difference between Personal, Creator, Business accounts).
- Tools for community management basics.
- Page insights and how to read them to improve page.

ADVERTISING ON INSTAGRAM:

- How to create a business account.
- Difference between Business account, ad account, Personal ad account.
- Different Types of campaigns objectives.
- Why does this type of campaign fall under this category (engagement > consideration).
- Creating a campaign using the right objective according to the business plan.
- Indifference between the campaign, ad set, and ad.
- What does each could include?

TARGETING:

- Targeting the right audience.
- Setting up core audience.
- Setting up custom audience.
- Setting up look-alike audience.
- A/B Testing & its importance.

BIDDING & BUDGETING:

- Bidding concept.
- Campaigns optimizations.

