



CHARLESMANN
SOLUTIONS

Using Instagram in Business

Introductory Course to
Instagram Marketing

One Day Training Course



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Course Outline

After Facebook, Instagram is the world's most widely used social media and social sharing platform with over 800 million users. Out of these, over 15 million users are in Malaysia. It is therefore essential for businesses and marketers to take notice of the immense opportunities this channel can provide.

Our HRDF claimable Instagram training course covers the techniques and strategies that can be deployed and utilised by businesses to reach out and engage with a customer or client base. By understanding the methods that can be utilised through photos and imagery, Instagram can form part of an overall marketing strategy for business to create a constant presence on user devices.

The sheer users of Instagram combined with the right content deployment techniques can get your brand mentions and visibility with whole new customer segments. Whether for lead generation, sales and promotions or just fun and entertainment, Instagram is a powerful tool for your business to take advantage of.

Our one day training course uses a combination of practical exercises, presentations and case studies, which by the end of the day will equip you with the skills and knowledge required to excel at running a successful Instagram account, regardless of industry or sector. By learning the specific business elements provided by Instagram, you will learn the distinct advantages that this social media platform can provide you.

Course Benefits

Following this course, you will be able to:

- Setup an effective business page to the recommended and optimum level
- Understand how to strategically plan Instagram campaigns
- Understand the techniques and methods to start growing a network of followers
- Understand the numerous features made available in Instagram
- Create, develop and manage successful Instagram accounts
- Understand Instagram Advertising options and challenges
- Monitor and measure your Instagram account
- Understand the privacy and legal issues around Instagram

Who Should Attend

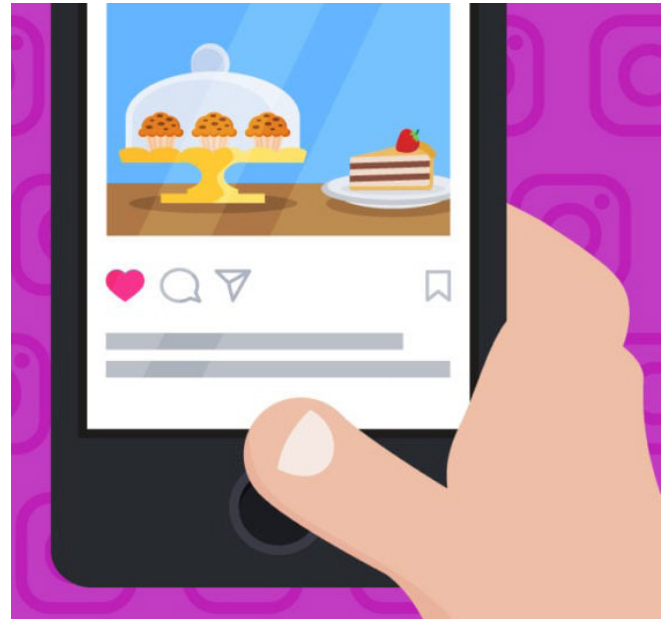
- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- How are individuals using Instagram
- What does Instagram have to offer for businesses?
- Posting photos and videos
- What is Instagram good for and not good for?
- Understanding content and hashtags
- Scheduling posting plans
- Increasing your reach
- Advantages and challenges
- Defining your audience and target personas
- Comment functions
- How to set up optimum Instagram accounts
- Preparing the stage for content
- Content guidelines and rules
- Advertising on Instagram
- Content and management tools
- How to bring in content from an external sources
- How to increase and encourage engagement
- What are the growth possibilities?
- Top tips on what to do and what to avoid
- What can be measured and monitored?
- Measurement tools
- Measuring success beyond your Instagram account



Course Trainers

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form



USING INSTAGRAM IN BUSINESS Introductory Course to Instagram Marketing

COURSE FEES: RM1,250 per delegate



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

- SELECT DATE:**
- | | | |
|---------------------------------------------|--------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Thur 11th Jan 2024 | <input type="checkbox"/> Thur 9th May 2024 | <input type="checkbox"/> Thur 5th Sep 2024 |
| <input type="checkbox"/> Thur 8th Feb 2024 | <input type="checkbox"/> Thur 6th Jun 2024 | <input type="checkbox"/> Thur 10th Oct 2024 |
| <input type="checkbox"/> Thur 7th Mar 2024 | <input type="checkbox"/> Thur 4th Jul 2024 | <input type="checkbox"/> Thur 7th Nov 2024 |
| <input type="checkbox"/> Thur 4th Apr 2024 | <input type="checkbox"/> Thur 8th Aug 2024 | <input type="checkbox"/> Thur 5th Dec 2024 |

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on **010 425 0886**
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Payment can be made direct into our CIMB account:
CIMB Bank, Account No. 8002037568
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