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Instagram Marketing

Instagram is one of the most engaging social media platforms, yet it is constantly evolving — with new content formats, algorithm updates, and changing ways of reaching audiences. This live online training shows how to manage Instagram communication in a strategic and effective way: from understanding how the platform works, through creating compelling content and recording short-form videos, to analyzing performance and using Instagram as a sales channel.

During the training, participants move through the entire process — from communication planning and understanding the algorithm, to a hands-on workshop focused on recording and editing video content. As a result, they gain both solid theoretical knowledge and practical skills that can be implemented immediately on their own profiles.

Training recipients

The training is designed for individuals who:

- manage business or personal Instagram profiles and want to do it in a more strategic and effective way,
- work in marketing, social media, sales, PR, or create content as part of their own business,
- want to understand how the algorithm works and how to create content that drives reach and engagement,
- need structured knowledge about Instagram formats, Reels, storytelling, and content creation tools,
- want to learn how to record and edit short-form videos for Instagram — without the need for professional equipment.

Benefits

- A stronger understanding of how Instagram works and what effective communication on the platform truly requires.
- The ability to plan content and manage a profile in a consistent, engaging, and audience-focused way.
- Practical knowledge of the algorithm — what increases reach and what to avoid.
- The ability to record and edit simple, engaging videos using just a smartphone.
- The skills to analyze performance, draw actionable insights, and use Instagram as a real sales and business tool.

Training program

1. Instagram – Introduction

- Why it is worth communicating with your audience on Instagram – the platform’s role and business potential
- Who uses Instagram and how – current data and statistics

2. How the Algorithm Works and What Influences Content Visibility

- How Instagram’s algorithms function and how they impact content distribution
- Different content placements (Feed, Reels, Stories, Explore)
- How hashtags work – best practices and common mistakes to avoid

3. Planning Your Instagram Communication

- Example approaches to content creation on Instagram
- Profile audit elements – what to review and optimize

4. Effective Communication on Instagram

- Visual layer – framing, composition, and best practices (bio, highlights, feed consistency)
- Instagram formats (Posts, Reels, Stories) – creating synergy between formats
- Reels сценарios – proven best practices
- Tools that simplify content creation

5. Instagram Video Workshop

- How to record video with your smartphone – what you need to know at the start
- Technical basics: lighting, framing, sound
- Step-by-step video recording process
- Editing video in the Edits app

6. Measuring Performance and Results

- Vanity metrics vs. actionable metrics
- What to analyze on Instagram and how to draw conclusions
- Instagram Insights, Meta statistics, and Edits as sources of analytical data

7. Instagram as a Sales Tool

- Summary of effective tactics for reaching new customers
- Lead generation on Instagram – advertising opportunities
- Automated responses
- Do’s & Don’ts in Instagram activities

8. Q&A Session



Expected preparation of the participant

No prior preparation or specialized knowledge is required from participants.



Training Includes

- Training presentation materials
- Certificate of participation



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