



INSTAGRAM FOR BUSINESS SYLLABUS



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Overview

Becoming Instagram famous is usually not as easy as just posting lots of photos of your morning coffee. And if you are a business, finding a way to use Instagram to effect your goals can be tough. In this program, Jen Bryan will be walking you through how to align your business goals with your Instagram strategy. She'll share all her tips and tricks on how to best use your time on using Instagram to grow your business, what makes the difference between a good post and a great post plus all of the tools and resources available to make your content production even better. Turn your social media into a real and measurable way to acquire new users with Using Instagram to Grow Your Business.

[Learn more!](#)



"This isn't fluff material. The pace of the class was perfect enough to give us time to apply the actions in between each session."

- Bethany Schoengarth, Healium

Module 1: Getting Started With Instagram Insights & Customer Analysis

Learn how to understand your audience on Instagram and assess your metrics for growth on the platform.

This module includes:

- Learning how to read your data and metrics
- Decision making based on your data
- Looking at how to use data to make better content for your audience.

Module 2: Creating Content for Instagram and aligning it with your audience.

Learn how to create content and more importantly, create content that aligns with your audience.

This module includes:

- Tools that make content creation look professional and less time consuming
- Learning how to optimise your content
- Learning to create content that resonates with your audience
- How to use, develop and monitor hashtags.

"The course was well put together with a ton of information. It'll be nice to be able to review everything over the next few months now that the course has ended. A great way to improve pieces of your business while looking at it holistically."

- Lana Fox, ClinicNote, Inc.



Module 3: Content Planning, Productivity & Tools

In this module you will learn how to plan your content for consistency as well as how to use tools that will make your planning and productivity levels better for being consistent on the platform.

This module includes:

- Tools for productivity on Instagram
- Learning how to plan content consistency for your profile

Module 4: Becoming an Instagram Whizz

In this module you'll learn all the insider tips and tricks. Like how to add hashtags to your story without them being seen and how to really intuitively use the platform to it's best.

This module includes:

- Lots of tips and tricks to really help you take your Instagram abilities to the next level.



"Everything inside Velocity Growth... from the weekly sessions to the expert guests to the office hours with Craig... has been tremendously insightful and actionable."
- Dan Stanley, PokerCoaching.com

Reviews and Testimonials

- "The layout of the course is excellent. The material organically builds on the previous week making it easy to understand and apply to our current growth strategies."
- "The guest speakers are great - extremely knowledgeable."
- "I think the course is organized well and has lots of content. It's a really good overview and the speakers have been great."
- "Fantastic content."
- "Fluidity of Relevant information delivered in a way that will be easily built upon. Right mix of story telling with factual data. Bravo!"
- "I thought it was informative, easy to understand, and overall enjoyable. I noticed there were 107 ppl attending and there were still 106 ppl left near the end of the presentation which I view as a good sign. I like there is a worksheet/templates to use and I feel like the information would not be easy to find elsewhere (at least not in a cohesive, easy way)"
- "Hardly find this type of content online. You talk about REAL industry experience. Great investment!"

"Craig put on a great course, I enjoyed his lectures, the guest speakers, and all of the material was fantastic. Definitely recommend this to anyone looking to level up their growth skills."

- Shea Darlison, Rise Vision

