

### 100 - Essentials

01 - Introduction	2:36
02 - What is Instagram	1:59
03 - How Instagram Works	4:51
04 - Why Do People Use Instagram?	3:46
05 - Why Do Businesses Use Instagram?	6:48
06 - Connecting & Engaging	3:56
07 - What Makes Instagram Special?	1:27
08 - Key Demographics - Who Uses Instagram?	3:17
09 - What Makes Instagram so Attractive to Businesses?	2:36
10 - What Companies Are Sharing	3:40
11 - What is the Difference Between a Personal and Business Account?	2:11
12 - Features of your Instagram Page	4:36
13 - Instagram Mobile Features	1:54

**Total Topics = 13**

**Total Time = 43:37**

#### 10 QUESTION QUIZ

### 200 - Strategy

14 - Setting Your Business Strategy - Listening	7:29
15 - Setting Your Business Strategy - Marketing Strategy & Target Audience	4:34
16 - How Users See Your Content - The Instagram Content Algorithm	7:14
17 - How Users See Your Content - How Do I Beat the Algorithm	2:32
18 - Content Strategy - Quality Over Quantity	1:31
19 - Content Strategy - Best Practices	5:49
20 - Content Strategy - Your Content Options	7:16
21 - Content Strategy - What Makes a Great Post?	13:10
22 - How Often Should I Post?	9:16
23 - What is the Best Time of Day to Post?	2:35
24 - Advertising on Instagram	6:29
25 - Introduction to Analytics	4:22
26 - Communicating and Interacting Within the Instagram Community	4:23

**Total Topics = 13**

**Total Time = 1:16:40**

#### 10 QUESTION QUIZ

### 300 - Management

27 - Getting Started on Instagram: Introduction	2:33
28 - Getting Started on Instagram: Setting Up A Business Account	6:38
29 - Getting Started on Instagram: What Other Businesses Are Doing	2:13
30 - Getting Started on Instagram: Should I Choose A Personal or Business Account?	7:35
31 - Getting Started on Instagram: How to Grow Followers	8:59
32 - Using Community Building to Grow Followers	6:17
33 - Hashtags	6:53
34 - Hashtag Like A Pro	4:36

35 - Misuse of Hashtags	2:59
36 - Instagram Analytics	9:45
37 - Integrating Influencers	7:28
38 - Using Instagram as a Contest Platform and Conversation Driver	2:56
39 - Community Management	3:06

**Total Topics = 13**

**Total Time = 1:11:58**

#### 10 QUESTION QUIZ

### 400 - Mastery

40 - Increasing Visibility: Adding Tags	2:53
41 - Increasing Visibility: Advertising	2:19
43 - Defining Your Content Style	4:17
44 - Instagram Automation	4:19
45 - Automation Workarounds and Risks	4:09
46 - "Re-Gramming" - Sharing Other People's Content	3:45
47 - Pro Tip: Making Your Profile More Engaging	2:38
48 - Pro Tip: Well-Performing Photos - Photos That Convey Emotion	3:10
49 - Pro Tip: 5 Types of Photos to Drive Engagement	7:45
50 - Case Study: Pure Michigan	5:48
51 - Case Study: Buffer	2:56
52 - Case Study: Optimizing Your Photos	4:42
53 - Case Study: Koyal Wholesale	3:07

**Total Topics = 14**

**Total Time = 55:38**

#### 10 QUESTION QUIZ

### FAQ

54 - How Do I Find and Save Great Content?	1:38
55 - Can I Un-tag Photos of Me?	1:24
56 - Can I Add Line Breaks to My Captions?	1:25
57 - Can I Manage Tagged Photos of Me?	1:25
58 - Can I Add Links to My Posts?	2:09
59 - Can I Manage Multiple Accounts?	0:51
60 - Can I Manage Comments Automatically?	1:11

**Total Topics = 7**

**Total Time = 10:03**

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### BONUS! Instagram Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**  
Social Media Scheduling with **BufferApp**  
Social Media Automation with **IFTTT**  
Creating Videos with **Animoto**  
Creating Beautiful Images with **Canva**  
Creating Infographics with **Piktochart**  
Creating Images with **Adobe Spark**  
Creating Videos with **Adobe Spark**  
Focus Your Keyword Research with **Answer The Public**  
Get Headline Inspiration (Maybe?) with **Linkbait Generator**  
**Portent** Content Idea Generator  
Understand Trending Content with **BuzzSumo**  
Add Custom Social Media Feeds to Your Website with **curator.io**  
Landscape by **SproutSocial**

#### Resources:

Instagram Quick Start Guide  
Instagram Tips & Tricks  
Social Media Priorities Quick-Start Guide

**Course Total Topics = 60**  
**Course Total Time = 4:17:56**