



MASTER YOUR DIGITAL SKILLS

Digital Marketing Tools - Instagram

ICT Skills

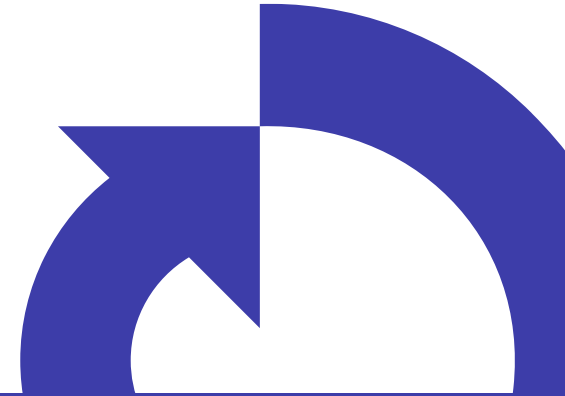
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COURSE OVERVIEW

Training on Instagram that combines theory and practice. Anna Saari teaches a deep understanding of Instagram with a theory lecture and practical exercises. The training offers a versatile learning experience from publishing options to content production and is suitable for people of many different levels.



OUR GOALS

- 1. Raising awareness:** The aim of the training is to deepen the understanding of Instagram's operation and its possibilities as a marketing channel.
- 2. Development of practical skills:** Participants will learn how to create and share content effectively on Instagram and how to use different publishing options.
- 3. Application of skills in marketing:** At the end of the course, participants have the skills to use what they have learned in Instagram marketing and develop their own strategy on the social media platform.

COURSE DESCRIPTION

An Instagram marketing course that combines theory and practice. You will learn how to create and share effective content on Instagram and improve your visibility through marketing. We will learn how artificial intelligence can be used in making social media publications.

- **Combines theory and practice:** The course offers a balanced approach to Instagram marketing, where theory is supported by practical exercises.
- **Practical exercises:** Participants get to apply what they have learned in practice on their own phones, ensuring the effectiveness of learning.
- **Going through publishing options:** The course goes through different ways to publish content and their effect on visibility on Instagram.
- **Suitable for everyone:** Whether you are just starting out on Instagram or already an experienced user, the course offers useful information and skills for marketing.

COURSE INFO

Location	Turku, Finland
Date	3.6.2024
Time	18.00-20.00
Duration	2 hours
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Anna Saari

Anna Saari has been a successful entrepreneur for 14 years, which has given her valuable experience and in-depth understanding of different aspects of business. This experience has made her a skilled employer who knows how to motivate and inspire people to achieve their best performance. Anna has adopted a philosophy of continuous learning and developed her extensive expertise, especially in digital marketing and business development.



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