

Course Code: **M704**

# Master Instagram Marketing Strategies to Increase Followers and Drive Sales

**Funding Available:** HRDF

## COURSE INFORMATION

Sessions  
2 days

Duration  
15 hrs

Level  
Beginner

Assessment  
NA

### VENUE

**Kuala Lumpur:** G-3A-02, Suite Pejabat Korporat, KL Gateway, No 2, Jalan kerinchi, Gerbang kernichi Lestari, 59200 Kuala Lumpur, Malaysia

**Penang:** Jalan Sungai Dua, 11700 Penang, Malaysia.

## WHAT'S THIS COURSE ABOUT

### Topic 1: Plan a Social Media Marketing Campaign

Overview of various social media platforms

Examples of social media advertisements

Map out customer journey using customer personas tools

Values of building a community of advocates

Establish social media objective

Develop a social media marketing plan

### Topic 2 Evaluate Social Media Marketing Opportunities and Platforms

Social media competitive and audience evaluation using Audience Insight

Feasibility and comparison of Using various social...

## COURSE FEE

Full Fee RM 2,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

<https://www.tertiarycourses.com.my/social-media-marketing-with-instagram.html>



SCAN TO REGISTER

## SUPPORT

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