

creative direction: course outline

introduction

- What is social media?
- Different platforms and their purposes.

instagram

- What is instagram and why should I be on it?
- How does Instagram help me grow my business?

part 1:

strategy

- Developing a strategy
- Creating engaging content
- Your target audience
- Frequency
- Creating a trustworthy brand
- Consistency through your platforms

editing

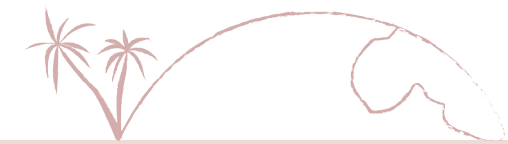
- Lightroom and other FREE useful mobile apps

posting

- Captions
- Hashtags
- Tags
- Preview

stories

- What are stories
- How to create compelling and interactive stories
- Tags
- GIFs



creative direction: course outline

part 2:

Ads

- How to create succesful ads
- Reach
- Target audience
- Location

campaigns

- Marketing
- Giveaways
- Colaborations
- Influencer Marketing

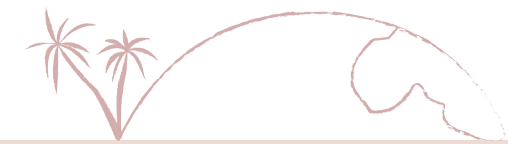
growth

- Adding value to your audience
- Engagement
- Building a community around your brand

part 3:

other platforms

- Adapting your content to fit other platforms
- LinkedIn
- Facebook
- Twitter
- TikTok
- Pinterest



candy and the king

web developers
content creators

course fee

Two payment options

1. Upfront payment of \$350
2. \$185 before we start the course and \$185 before the start of part 2

Both payment options are subject to 5% international transfer fee.

we are thrilled that you have considered working with us