

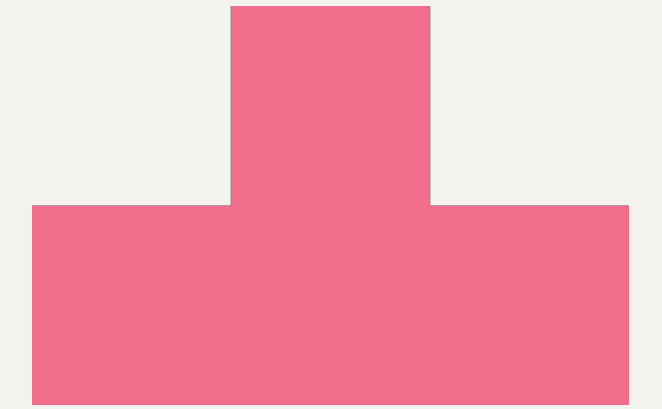
# Your Social Media Recipe to Success

A Hands-On Approach to Strategy and Content Creation on Instagram

# Structure



# Introduction



## Ever wonder why a strong Instagram presence is essential for every brand?

In this one-day course, we'll show you how successful brands across various sectors have mastered the art of Instagram. Through theory, real-life case studies, and interactive quizzes, you will discover why social media is key to connecting with their target audience and building a memorable brand experience. We'll guide you through the essential steps to create a successful digital presence, from building a strong strategy to crafting a visually engaging feed. By the end, you'll have the complete recipe for social media success, tailored for a specific brand and industry.

# Intensive Course



A full day of learning, featuring two 2:30 hour sessions packed with theory, real-world case studies, and interactive pop quizzes.

## Session I

Introduction to SMM Strategy and  
Instagram Implementation

2:30 h

## Session II

Storytelling, Content Creation,  
Design and Conclusions

2:30 h





# Session I

## Introduction

What is a SMM strategy and why is it important ?

## Strategy & Online Presence

The four steps into Instagram strategy. Social Media platform implementation.





## Session II

### Storytelling & Content Creation

The importance of Storytelling. Fundamentals of Content Creation.

### Design

What is a visual identity and why is important for Social Media?  
Designing for Instagram.



# The course includes:

- A recipe for Social Media you can use in future projects.
- 5 hours of dynamic and interactive class.
- Certificate of Completion accredited by CPD.





# Thank you!

You can reach us through [london@digitalsekta.com](mailto:london@digitalsekta.com)

Read more about the course at [digitalsekta.com/academy](https://digitalsekta.com/academy)

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