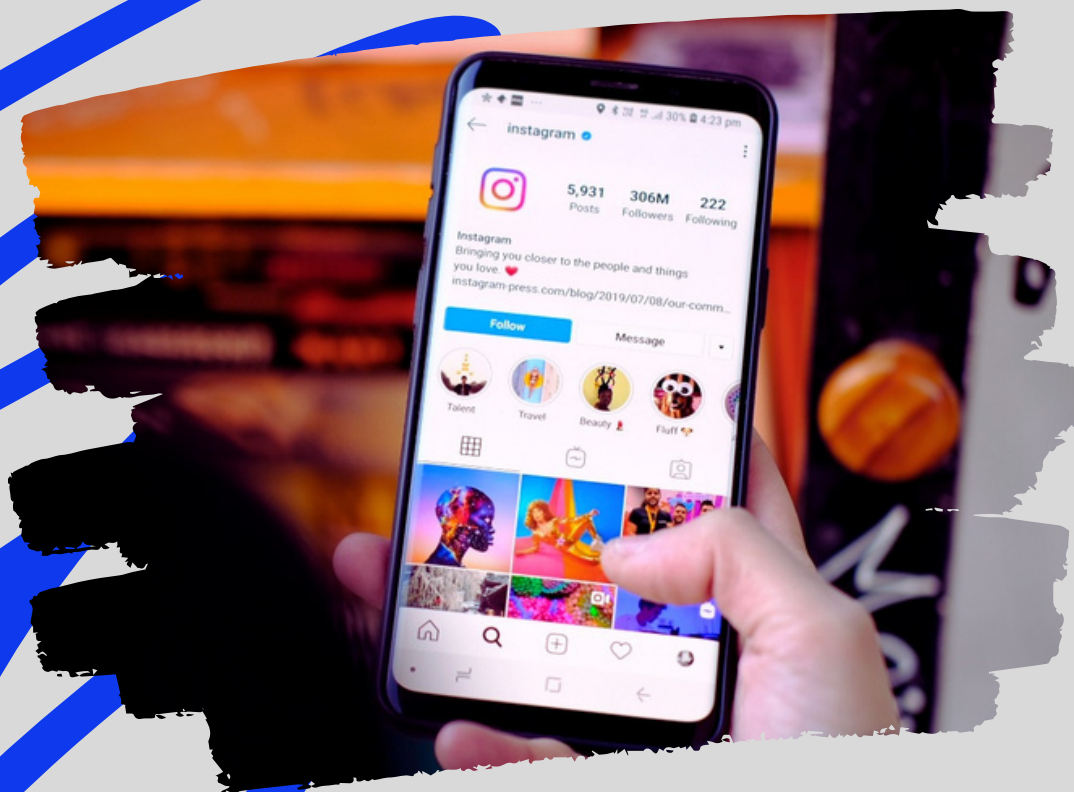


INSTAGRAM COURSE FOR VACATION RENTAL BUSINESSES



COURSE OUTLINE

FIND OUT HOW TO USE INSTAGRAM TO GATHER, QUALIFY, AND COLLECT LEADS FOR YOUR VACATION RENTAL BUSINESS

This workshop has been crafted keeping in mind the unique demands, requirements, and context of the business of vacation rentals. By the end of this course, you will have set up an Instagram funnel that delivers leads to your email marketing lists. but first, you will understand how Instagram works, specifically for you.

For 6 + 1 weeks, we will conduct weekly LIVE workshops covering each module.

- How to use Instagram to generate qualified leads for your marketing list
- How to determine your specific Instagram goals & measure your success
- Time-saving tips for creating & curating content
- How to analyze your weekly & monthly data so you'll always know what to do next
- Plus more Instagram tips & tricks!

Before you start, you will need to have these assets ready:

- A business website
- An email marketing tool
- An Instagram account



Modules:

1. FOUNDATION

- Setting up
- What makes a profile tick
- Choosing the right name
- Crafting a bio that works

2. CONTENT STRATEGY

- Assessing and learning from your competition
- Building a visual identity
- Sourcing content painlessly and at low or no cost
- Planning & scheduling your Instagram content quickly and efficiently

3. COMMUNITY MANAGEMENT

- **Hashtags:** Identification, performance analysis
- **Social Mentions:** Tracking, response, analysis, strategy, community building

4. DRIVING LEADS

- Lead magnets that work
- Setting up a marketing funnel
- Creating lead magnets with ease
- Marketing lead magnet to attract leads

5. MEASURING SUCCESS

- Understanding insights
- Tracking and monitoring funnels

BONUS: Instagram Stories: How to create effective Instagram stories fast to drive traffic and generate leads