

30-day Instagram marketing plan to promote your computer courses effectively.

The strategy focuses on engagement, content variety, and building a community around your offerings.

Week 1: Awareness and Introduction

Day 1: Profile Optimization

- Update bio to clearly describe your courses.
- Include a link to your course landing page.

Day 2: Introduction Post

- Share a compelling post introducing yourself and your expertise in computer courses. Use a professional photo and a personal story.

Day 3: Course Highlight

- Create a carousel post showcasing different courses you offer. Include short descriptions and benefits.

Day 4: Engaging Story Poll

- Use Instagram Stories to create a poll: “What computer skills do you want to learn?” (e.g., coding, graphic design).

Day 5: Testimonial Post

- Share a testimonial from a past student. Include their photo and a brief story about their experience.

Day 6: Behind-the-Scenes Content

- Post a video showing your course creation process or setting up your teaching space.

Day 7: Weekly Recap

- Share a recap of the week’s posts in your Stories, encouraging followers to check out any they missed.

Week 2: Building Authority and Engagement

Day 8: Tip of the Day

- Share a valuable computer tip relevant to one of your courses (e.g., “3 Shortcuts for Efficient Coding”).

Day 9: Live Q&A Announcement

- Announce an upcoming live Q&A session about computer courses. Encourage followers to submit questions.

Day 10: User-Generated Content

- Encourage students to share their own posts using your course hashtag. Repost their content.

Day 11: Infographic Post

- Create an infographic that illustrates a complex topic simply, relevant to your courses.

Day 12: Live Q&A Session

- Host the Q&A on Instagram Live. Discuss course content, answer questions, and provide insights.

Day 13: Success Story

- Share a success story from a former student. Highlight their achievements after taking your course.

Day 14: Engagement Question

- Post a question related to computer skills (e.g., “What’s the most challenging computer skill you’ve learned?”) to encourage comments.

Week 3: Driving Conversions

Day 15: Promo Post

- Announce a limited-time discount for your courses. Create eye-catching graphics.

Day 16: Tutorial Video

- Share a short tutorial (1-2 minutes) on a relevant topic. Include a call-to-action to enroll in your course for more in-depth learning.

Day 17: Behind-the-Scenes Stories

- Use Stories to show a day in your life as an instructor, including planning, teaching, and interacting with students.

Day 18: Instagram Reels

- Create a fun and informative Reel highlighting key benefits of taking your courses.

Day 19: Countdown Reminder

- Use Stories to remind followers of the promo deadline, creating urgency.

Day 20: Feedback Request

- Ask followers what topics they would like to see in future courses or posts.

Day 21: Weekly Recap

- Share a recap of the week, including any new sign-ups or exciting interactions.

Week 4: Community Building and Retention

Day 22: Highlight Student Work

- Showcase a project completed by a student. Highlight their journey and creativity.

Day 23: Motivational Post

- Share an inspirational quote about learning or technology. Encourage followers to pursue their education.

Day 24: Interactive Quiz

- Use Stories to create a quiz about computer skills. Engage your audience with fun facts.

Day 25: Course Sneak Peek

- Offer a sneak peek of a course module. Use video clips or screenshots to show what students will learn.

Day 26: Engagement Challenge

- Challenge followers to share their favorite computer tool or software and tag you.

Day 27: Feedback Post

- Share an infographic or video summarizing feedback and improvements based on previous courses.

Day 28: Weekly Recap

- Recap highlights and engage with followers who participated in the week's activities.

Day 29: Future Courses Teaser

- Announce upcoming courses or topics you plan to cover, generating excitement.

Day 30: Thank You Post

- Thank your followers for their engagement over the month. Encourage them to stay tuned for future content and courses.

Tips for Success

- **Engage Regularly:** Respond to comments and DMs promptly.
- **Use Hashtags:** Research and use relevant hashtags for better reach.
- **Analytics:** Monitor engagement metrics to see what content resonates most.
- **Consistency:** Post at optimal times based on your audience's activity.