

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED VIRAL INSTAGRAM MARKETING MANAGER™

CVIM™

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



Did you know Mercedes Benz's social media campaign resulted in **87,000,000 organic Instagram impressions, 2,000,000 likes, and 150 new marketing assets**? With over 2 billion active users, Instagram is an indispensable tool for businesses looking to showcase their products and drive sales. It is no surprise that over 25% of the world's population currently uses Instagram, making it a powerful platform for businesses to connect with their customers and create meaningful relationships.

Led by Jana Ciaravolo, an award-winning Instagram strategist and social media mentor, this comprehensive program is specifically designed to provide you with the knowledge, skills, and latest trends necessary to excel in the dynamic and ever-evolving world of Instagram marketing. You will gain unparalleled insights into **building a highly impactful viral marketing strategy through dynamic content strategies** such as Ideal Client Avatar (ICA) identification, hashtag strategy, and IG Reels content creation. This program will also equip you with the **tools to leverage Instagram analytics to measure your success, drive engagement, and make data-driven decisions** to improve your marketing strategy. Furthermore, you will learn how to **build a robust organic growth blueprint** that utilizes powerful IG engagement techniques to supercharge your business's growth.

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



In addition, this program will help you solidify your brand promise and establish niche authority, enabling you to **skyrocket your audience reach through reels and convert followers to fans**. You will also acquire the skills to **develop high-converting IG Ads that will transform your conversations into cash**. Finally, this program will provide you with crucial insights on how to effectively use **Instagram's powerful features such as IG Stories and DMs to boost your sales organically**.

Upon successful completion of this program and passing the Chartered exam, you will be granted the prestigious designation of **Certified Viral Instagram Marketing Manager (CVIM™)**. This globally recognized credential signifies your expertise in **leveraging Instagram's platform to build your business brand, reach more customers, and exponentially increase your revenue through effective viral marketing strategies**. Not only will this CVIM™ designation distinguish you as a highly skilled and knowledgeable marketing professional, but it may also open up new career advancement opportunities and enhance your overall credibility and reputation within the industry.

Globally demanded and recognized, this designation is also an industry-recognized trademarked charter developed by the **Chartered Institute of Professional Certifications** and has lifelong validity. The content of the program has also been independently accredited and certified by CPD as adhering to continuing professional development.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



INSTAGRAM MARKETING
INSTAGRAM NAVIGATION
VIRAL MARKETING TRENDS & HACKS
LEAD GENERATION

SOCIAL MEDIA MARKETING
OFF PLATFORM MARKETING
INFLUENCER MARKETING
CONTENT CREATION

DIGITAL MARKETING AND PROMOTION
BRAND ADVERTISEMENT
AD CAMPAIGNS
HIGH CONVERTING IG ADS

INSTAGRAM ANALYTICS
ORGANIC GROWTH STRATEGIES
INSTAGRAM ALGORITHM
INSTAGRAM STORIES
INSTAGRAM FEED

INSTAGRAM BRANDING
INSTAGRAM REELS

YOUR FACULTY DIRECTOR



Jana Ciaravolo

Award-winning Instagram Strategist and Social Media Mentor

Jana Ciaravolo is a renowned Instagram strategist and social media mentor. With her online social media agency based in Italy, Jana has established herself as a trusted figure among women entrepreneurs in the US and Europe. She is a **multi-awarded social media executive trainer** who has collaborated with industry giants such as Expedia, TripAdvisor, and KLM Royal Dutch Airlines. Jana has **driven over \$12M in revenue for hundreds of small businesses on Instagram with organic strategies alone**. Jana offers private coaching, group programs, and training to **help individuals learn the ins and outs of social media marketing and double their revenue growth**. She generously gives back to her community as a mentor for expats in Italy. Jana's vast knowledge and experience make her a valuable asset to businesses and individuals seeking to maximize their social media potential.

OUR PARTICIPANTS

Over 70% of **FORTUNE 500**
Companies Have
Attended Our
Accredited
Programs
Before

Goldman
Sachs

SAMSUNG

ExxonMobil

BURBERRY

citi

IKEA

VOLVO

HYUNDAI

Pfizer

Life is our life's work

Nestlé



PROGRAM AGENDA

MODULE 1: THE POWER OF INSTAGRAM AND WHY YOUR BUSINESS SHOULD BE ON IT

- Introduction To 'The Power Of Instagram And Why Your Business Should Be On It'
- Lesson 1 - Why Instagram?
- Lesson 2 - Creating Your Instagram Account
- Lesson 3 - Setting Up Your Bio
- Lesson 4 - Security And Authentication
- Reminders

MODULE 2: THE IG ALGORITHM EXPLAINED

- Introduction To 'The IG Algorithm Explained'
- Lesson 1 - The IG Algorithm Explained
- Lesson 2 - The 5 IG Content Formats And How To Use Them - Part 1
- Lesson 2 - The 5 IG Content Formats And How To Use Them - Part 2
- Lesson 3 - Jumping On Audio Trends
- Lesson 4 - Engagement Secrets To Hack The Algorithm

MODULE 3: BECOME A CONTENT CREATION MACHINE

- Introduction To 'Become A Content Creation Machine'
- Lesson 1 - Become A Content Creation Machine
- Lesson 2 - Building Trust And Authority Through Value Content
- Lesson 3 - The Proverbial Content Pillars
- Lesson 4 - How To Generate 30 days Of Content In 5 Minutes

- Lesson 5 - Harnessing The Power Of AI In Content Creation

MODULE 4: EXPLODE YOUR REACH WITH REELS - STEP BY STEP

- Introduction To 'Explode Your Reach With Reels - Step By Step'
- Lesson 1 - Explode Your Reach With Reels - Step By Step
- Lesson 2 - Your IG Reels Personality And Visual Elements
- Lesson 3 - Creating Scroll Stopping Hooks
- Lesson 4 - Filming Your Reel And Understanding The Importance Of Watch Time
- Lesson 5 - How To Edit Your Videos
- Lesson 6 - How To Add Closed Captions To Your Videos
- Lesson 7 - How To Publish/Schedule
- Lesson 8 - Reel Ideas For Different Types Of Businesses
- Lesson 9 - Resources To Create In-Demand Content

MODULE 5: STEP ORGANIC GROWTH BLUEPRINT

- Introduction To 'Step Organic Growth Blueprint'
- Lesson 1 - Step Organic Growth Blueprint
- Lesson 2 - Battle Tested Organic Growth Strategies - Hashtags
- Lesson 3 - Battle Tested Organic Growth Strategies - Explore Page



PROGRAM AGENDA

- Lesson 4 - Battle Tested Organic Growth Strategies - Collaborations
- Lesson 5 - Battle Tested Organic Growth Strategies - Engagement
- Lesson 6 - Battle Tested Organic Growth Strategies - Posting Tips

MODULE 6: CONVERTING FOLLOWERS TO FANS

- Introduction To 'Converting Followers To Fans'
- Lesson 1 - Converting Followers To Fans
- Lesson 2 - Case Study 1 - Canva: Carousels For Educational Content
- Lesson 3 - Case Study 2 - Huda Beauty: UGC And Influencers
- Lesson 4 - Case Study 3 - Away: Powerful Storytelling
- Lesson 5 - Case Study 4 - Emirates: Reels Supremacy
- Lesson 6 - Instagram Content Mistakes To Avoid

MODULE 7: LEVERAGING INFLUENCER MARKETING TO SKYROCKET REACH AND SALES

- Introduction To 'Leveraging Influencer Marketing To Skyrocket Reach And Sales'
- Lesson 1 - A Brief History Of Influencer Marketing
- Lesson 2 - UGC And IG Shopping
- Lesson 3 - How To Find The Best Influencers For Your Niche
- Lesson 4 - Tracking And ROI

MODULE 8: BOOST YOUR SALES ORGANICALLY VIA STORIES AND DMS

- Introduction To 'Boost Your Sales Organically Via Stories And DMs'
- Lesson 1 - Selling On IG Stories Part 1
- Lesson 1 - Selling On IG Stories Part 2
- Lesson 2 - Your Highlights As A Funnel
- Lesson 3 - Converting Conversations In The DMs
- Lesson 4 - Auto-Responders, Quick Replies And Chat Bots

MODULE 9: HIGH CONVERTING IG ADS 101

- Introduction To 'High Converting IG Ads 101'
- Lesson 1 - Setting Up Your Ad Account
- Lesson 2 - IG Ad Basics And Formats (Feed Vs Stories)
- Lesson 3 - IG Targeting Options
- Lesson 4 - High Converting Ads Tutorial

MODULE 10: IT'S A NUMBERS GAME - ANALYTICS AND TRACKING

- Introduction To 'It's A Numbers Game - Analytics And Tracking'
- Lesson 1 - Tracking Your Analytics - Organic
- Lesson 2 - Tracking Your Analytics - Custom
- Lesson 3 - Tracking Your Analytics - Paid Ads
- Lesson 4 - Using Analytics To Repurpose Content

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with a professional charter designation and mark that can be used across your lifetime once you have completed our programs.

Upon completing the program and passing the exam, you will receive the prestigious **Certified Viral Instagram Marketing Manager (CVIM™)** designation. Developed by the esteemed **Chartered Institute of Professional Certifications**, a leading authority in professional certifications, this industry-recognized trademarked charter distinguishes your expertise in leveraging Instagram marketing techniques to drive organic leads and revenue growth for your business. The program's content has been independently accredited and certified by **CPD**, ensuring that it meets the highest standards in continuing professional development. This distinguished designation will not only elevate your credibility but also enhance your marketability to potential employers or clients, making you stand out as a highly skilled and knowledgeable marketing professional.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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OUR FACULTY DIRECTORS

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Stanford University



UNIVERSITY OF MICHIGAN



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OF ECONOMICS AND
POLITICAL SCIENCE



**Columbia
Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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