



crews

Where you belong

TRAINING

Instagram & Luxury

LEARNING OBJECTIVES

- Understand how Instagram is used in the luxury industry
- Master the visual and narrative codes of premium brands
- Create a high-end and distinctive editorial strategy
- Increase brand visibility, desirability and engagement

TRAINING DURATION

1 day (7 hours)

TARGET AUDIENCE

Marketing or communication managers of luxury brands, content managers, social media managers, high-end brand founders, freelancers, students specialised in the luxury sector

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €940 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Instagram's stakes in the luxury sector
 - Desirability and image dynamics
 - Influence of visual formats on purchasing behaviour
 - Analysis of luxury brand Instagram accounts
- Defining a premium editorial strategy
 - Aligning brand DNA and editorial line
 - Creating inspiring and elegant content pillars
 - Choosing formats and timing specific to the luxury industry
- Creating high-aesthetic-value content
 - Visual codes of luxury: light, composition, detail
 - High-end mobile shooting and simple retouching (Lightroom, CapCut)
 - Using slow content, premium UGC and brand content
- Promoting your brand on Instagram
 - High-end engagement and interaction tactics
 - Collaborations with creators, artists, luxury influencers
 - Strategies for qualitative and exclusive growth
- Practical workshop
 - Audit of Instagram profiles in the luxury sector
 - Creation of elegant posts, reels and stories
 - Development of a publication calendar and targeted activities

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design an Instagram strategy tailored to luxury, produce content that enhances their brand image, and build an online presence that is both desirable and refined.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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