

# How to master #Instagram marketing in 2018

Issued by [Meltwater](#)

20 Apr 2018

With all the media interest around Facebook in the last few weeks, no one would blame you for letting the recent Instagram algorithm updates slip under your radar. The changes however, are some of the most drastic the platform's made in years - and have knock-on consequences for the way you craft your content as a marketer (if you want to be seen, that is).

In response to the drastic social shift, we're breaking down not only what these updates are, but how exactly you need to adapt your Instagram strategy to take advantage of them. Join Meltwater and Lauren Dallas - founder The Growth Academy and Future Females - for a free webinar on How to Master #Instagram Marketing in 2018.

Don't wait for your views to start vanishing, [register now](#) and find out how to get your content centre stage.

Key webinar takeaways:

- What's changed since Instagram's algorithm update
- How you can adapt your content to maximise visibility
- Trends in Instagram Marketing for 2018



**Lauren Dallas, Founder, The Growth Academy**

**Date:** Friday, 20 April 2018

**Time:** 11:00 a.m - 12:00 p.m SAST

**Where:** Online Webinar

**Cost:** Free

**Register:** <https://www.meltwater.com/za/meltwater-webinar-how-to-master-instagram-marketing-in-2018/#>

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