

EXAMPLE ON HOW TO CREATE INTEREST FOR YOUR TRAINING CENTRE VIA SOCIAL MEDIA

The following example is from Laboratorio delle lingue, a language school based in Lecco. It is an effective example of promotion on Instagram because they do it in an informal way, using catchy content, language and graphic style.



When you access Laboratorio delle lingue profile, you find a balanced feed both in terms of graphic style and contents. Moreover, it should be noticed that the main colour is the one of the school logo: it gives the feed a strong corporate identity.

The fonts used are catchy and the feed is heterogeneous in terms of contents, making it pleasant to look at. Posts are curious and funny.



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- 1** When presenting news about its offer, Laboratorio delle lingue uses direct questions, which is involving and catchy for the reader.
- 2** Among its contents we can find nursery rhymes and songs. Laboratorio delle lingue states that it often uses this kind of content, especially when teaching kids. They are particularly effective because they allow you to learn new words, idioms and improve your pronunciation at the same time... all in a fun way!
- 3** Teachers introduce themselves personally in short videos. This creates empathy and potential students might be more motivated to choose this school because they feel that they already have a bond with the teacher.
- 4** Tongue-twisters represent another type of content: easy, catchy and useful. You can both read and listen to them.

More examples of this type of post in the social media

