

# Postgraduate Certificate

Inbound Marketing Strategies  
applied to Personal Brand Building





## Postgraduate Certificate

### Inbound Marketing Strategies applied to Personal Brand Building

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 8h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/journalism-communication/postgraduate-certificate/inbound-marketing-strategies-applied-personal-brand-building](http://www.techtitute.com/pk/journalism-communication/postgraduate-certificate/inbound-marketing-strategies-applied-personal-brand-building)

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# 01

# Introduction

The creation of Inbound Marketing strategies has become a fundamental necessity for companies in the digital era. With the evolution of technology and the vast amount of information available online, it is important for companies to stand out and attract potential customers effectively. For this reason, TECH Technological University has designed this degree for those communication professionals seeking to specialize in this field. A 100% online academic option that offers flexibility to organize academic resources according to the needs and schedules of graduates, which makes it an ideal education for those who wish to train and develop skills in an area that is currently in high demand.





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*Become an expert in Inbound Marketing Strategies for Personal Branding thanks to TECH Technological University"*



The creation of Inbound Marketing strategies has become a fundamental necessity for companies in the digital era. With the evolution of technology and the vast amount of information available online, it is important for companies to stand out and attract potential customers effectively. Inbound Marketing strategies offer an alternative to traditional advertising and aggressive marketing techniques, allowing companies to engage their target audience through relevant and useful content.

Mastering these strategies allows communication and journalism professionals to distinguish themselves from other competitors in the job market. For this reason, this 6-week Diploma in Inbound Marketing Strategies applied to Personal Brand Building is born, with a syllabus developed by real specialists.

An excellent option for those professionals seeking to specialize through a 100% online academic option, which offers flexibility to reconcile with daily activities while acquiring a quality education. For this, they also have numerous educational tools that will allow them to acquire practical and theoretical knowledge to develop effective Inbound Marketing and branding strategies in social networks.

TECH Technological University thus offers a high quality academic opportunity for graduates, which stands out for its great convenience and ease of access. Students only need a device with an Internet connection to access the syllabus hosted on the virtual platform at any time of the day. Undoubtedly, an excellent option for those who are looking for a quality university degree, according to the current academic times.

This **Postgraduate Certificate in Inbound Marketing Strategies applied to Personal Brand Building** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Public Relations.
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Boost your creativity and stand out in today's job market thanks to the skills and knowledge acquired in this course on Inbound Marketing Strategies applied to Personal Brand Building"*

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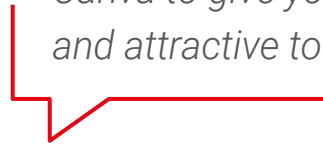
*A quality training course with 150 teaching hours with the most current content on Marketing Automation for Personal Brand Building”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

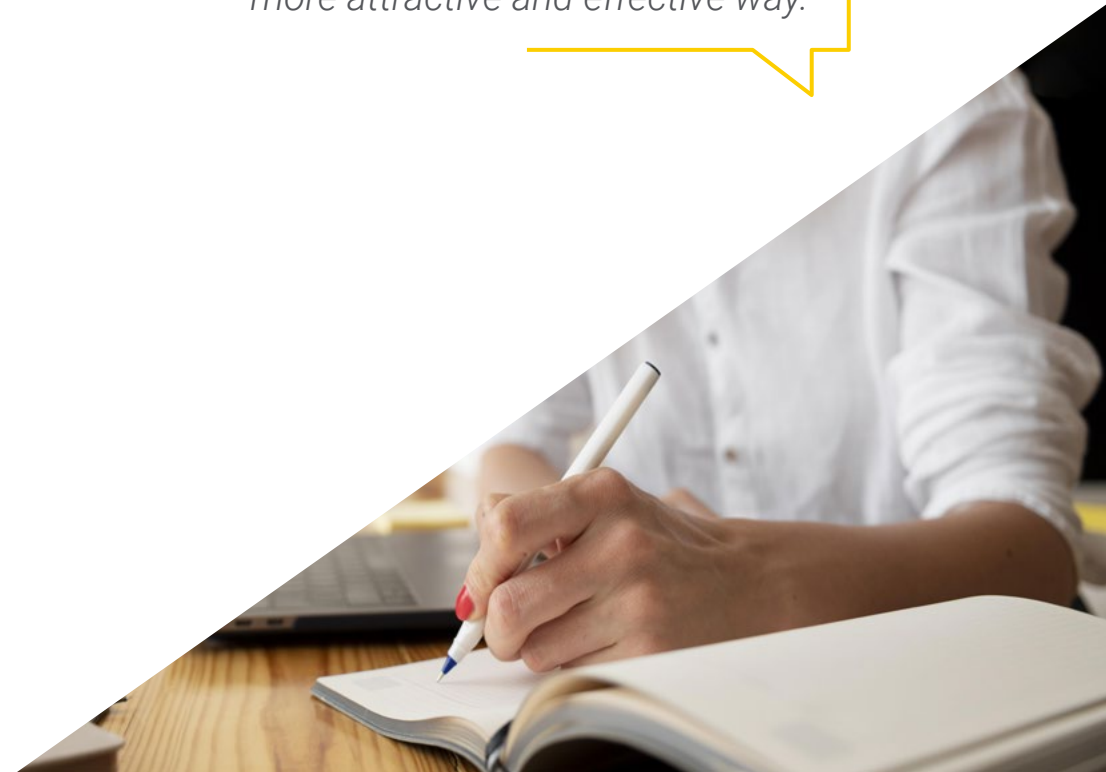
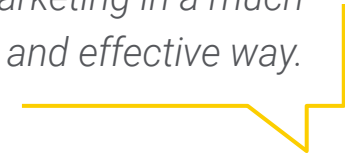
Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Use creative production tools such as Canva to give your content a professional and attractive touch.*



*Multimedia pills are available to learn more about Inbound Marketing in a much more attractive and effective way.*



# 02

# Objectives

The Diploma in Inbound Marketing Strategies applied to Personal Brand Building aims to provide students with the knowledge and skills necessary to develop effective digital marketing strategies focused on personal branding through Inbound Marketing. Communication professionals will learn how to create relevant and useful content, build strong relationships with their audience and increase the visibility and reputation of their personal brand online. In addition, the course is designed to enable them to apply what they have learned in practice, developing concrete strategies and projects that will allow them to stand out in today's job market.





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*Thanks to this degree you will apply the sales funnel methodology to improve the conversion of the personal brand of professionals and companies”*



## General Objectives

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- ♦ Identify and define the main elements to effectively develop and manage a personal brand
- ♦ Discover the elements that will help you work on your personal brand identity and achieve coherence
- ♦ Work in depth on the strategic elements that will form the basis of your messages and personal story
- ♦ Develop the message in its different rational and emotional forms
- ♦ Conceptualize a content strategy in line with the personal brand
- ♦ Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- ♦ Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors





## Specific Objectives

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- ♦ Discover how to improve daily productivity to generate content ideas and avoid blank page syndrome
- ♦ Compile the best tools for generating new content ideas and know where to look for inspiration and always be up to date with what is being published in the industry
- ♦ Use creative production tools such as Canva
- ♦ Choosing the most appropriate e-mail marketing tool for each professional
- ♦ Identify the best incentive to maximize lead capture and build a proprietary database
- ♦ Use email marketing as a tool channel for building a “community of loyal customers”
- ♦ Improving personal brand conversion by applying the sales funnel methodology



*Identify the most appropriate e-mail marketing tool for your client and learn how to use it effectively with this Diploma"*



03

# Course Management

Thanks to the extensive knowledge and experience in the Communication, Public Relations and Marketing sector of the faculty of this degree, students will receive a quality education, updated and focused on the latest trends in Inboud Marketing. In addition, the teaching team is committed to providing the graduate with a syllabus the graduate a syllabus that is in line with the most recent strategies in this field and to answer any questions he/she may have about the content of this program.







“

*A 100% online diploma integrated  
by first level specialists in the  
field of Digital Marketing”*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres and Carrera
- ♦ Director of Client Services and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications & Social Media Consultant at Best Relations
- ♦ Account Executive Junior Advertising and PR- Noa Nogueira
- ♦ Teacher at Universidad Europea Miguel de Cervantes
- ♦ Teacher at Escuela Internacional de Marketing
- ♦ Teacher at Escola Superior de Relaciones Públicas de Barcelona
- ♦ Teacher at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona

## Professors

### Dr. García Veiga, Mariam

- ♦ CEO RockNRebel
- ♦ Teaching staff the University of Santiago de Compostela.
- ♦ Degree in Political Science and of public administration from the University of Santiago de Compostela
- ♦ Doctor in General and Digestive Surgery, University of Santiago de Compostela
- ♦ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela.
- ♦ Master's Degree in Statistical Techniques to advance from the University of Santiago de Compostela
- ♦ Master in International Business/Trade/Commerce by Universidad Intercontinental de la Empresa
- ♦ Master in Web Analytics by Kschool

# 04

# Structure and Content

The curriculum of this university degree will lead students in just 6 weeks to obtain the learning they need on the implementation of the most effective strategies in Inbound Marketing to generate an excellent Personal Brand. In this sense, TECH Technological University provides not only a syllabus with a theoretical-practical approach, but also numerous additional materials, available 24 hours a day, 7 days a week. Undoubtedly, an academic option that meets the real needs of communication professionals who wish to progress in this sector.





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*A program that will help you avoid blank page syndrome and improve your daily productivity in digital content creation"*

**Module 1. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content**

- 1.1. Inbound Marketing Strategies applied to Personal Brand Building
  - 1.1.1. Inbound Methodology. Objectives
  - 1.1.2. Attraction strategy
  - 1.1.3. Interaction strategy
  - 1.1.4. Delight strategy
- 1.2. Content Creation
  - 1.2.1. Identification of the thematic pillars of the content to be developed
  - 1.2.2. Educational vs. non-educational content
  - 1.2.3. The 20 content ideas that help personal brand growth
  - 1.2.4. Inspiring examples of personal value contents of personal value
- 1.3. Tools for curating content and fostering creativity
  - 1.3.1. Feedly
  - 1.3.2. Google Alerts
  - 1.3.3. Buzzsumo
  - 1.3.4. Other Tools
- 1.4. Planning and productivity for content creation
  - 1.4.1. Design of an editorial calendar
  - 1.4.2. Content creation based on business objectives
  - 1.4.3. Media Planning Tools Google Drive, Notion, Asana, Trello
- 1.5. Visual design and tools for the creation of visual digital content
  - 1.5.1. Correct use of color palette, logo and branding
  - 1.5.2. Personal brand photography
  - 1.5.3. Canva: Advanced practical workshop



- 1.6. Sales funnel for Personal Brand Building
  - 1.6.1. Utility of sales funnel for Personal Brand Building
  - 1.6.2. Funnel function. Phases
  - 1.6.3. Relationship between content types and conversion rate
- 1.7. Conversion of followers to leads
  - 1.7.1. Lead: importance for building a personal branded business
  - 1.7.2. LinkedIn profile targeting to maximize lead generation
  - 1.7.3. Instagram profile targeting to maximize lead generation
  - 1.7.4. Personal web optimization to capture leads
- 1.8. Design of an email marketing strategy
  - 1.8.1. Importance of an email marketing strategy
  - 1.8.2. Free email marketing tools to build relationships with subscribers
  - 1.8.3. Presence in the mind of the buyer persona: the newsletter
- 1.9. Marketing Automation for Personal Brand Building
  - 1.9.1. Incentive to join the community
  - 1.9.2. The importance of the first welcome sequence
  - 1.9.3. Example of a welcome sequence that helps generate sales
- 1.10. Podcast: new key channel in the Inbound Marketing strategy
  - 1.10.1. Creation of a podcast. Steps to Follow
  - 1.10.2. Formats and types of content
  - 1.10.3. Podcast dissemination and visibility

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*Maximize lead capture and build a proprietary database for creating a loyal audience”*



05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Inbound Marketing Strategies applied to Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. One cap is in the foreground on the left, with a hand visible holding its tassel. The other cap is slightly behind and to the right. The background is split diagonally by a white and red geometric shape that frames the text on the right.

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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*



This **Postgraduate Certificate in Inbound Marketing Strategies applied to Personal Brand Building** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Inbound Marketing Strategies applied to Personal Brand Building**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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