

# Postgraduate Certificate

## Personal Brand Building Impact KPIs





## Postgraduate Certificate Personal Brand Building Impact KPIs

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/personal-brand-building-impact-kpis](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/personal-brand-building-impact-kpis)

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# 01

# Introduction

In today's digital environment, the success of a personal brand depends largely on its online visibility, reach and reputation. Personal Brand Building Impact KPIs are a valuable tool for measuring the performance and effectiveness of Personal Branding strategies. By measuring the impact of personal marketing strategies, KPIs allow professionals to adjust their approach and improve their personal brand online. For this reason, this 100% online program was born, offering flexibility in organizing academic resources. In this way, students will learn about the types of KPIs and key indicators for measuring, interpreting, monitoring and optimizing results. A unique opportunity for career progression through a first level university degree.





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*Become a specialist in Personal Brand Building Impact KPIs through a unique university education"*



In today's business world, personal branding is essential to stand out in a competitive market and achieve success. The reputation and visibility of an online personal brand are crucial to attract potential customers and maintain long-lasting business relationships. This is where Personal Brand Building Impact KPIs play a key role.

Personal Brand Building Impact KPIs are a valuable tool for measuring the performance and effectiveness of Personal Branding strategies designed by the brand. By measuring the impact of personal marketing strategies, KPIs allow companies to identify those elements that are working well and those that need improvement. For this reason, this Diploma in Personal Brand Building Impact KPIs is an excellent option for communication professionals who are looking to specialize in the use of personal marketing metrics.

A 100% online program that offers flexibility to organize academic resources according to students' needs and schedules. In addition, this academic option is geared to delve into the most relevant and current Personal Brand Building Impact KPIs, with a focus on data interpretation and informed decision making to improve personal branding online.

Likewise, the teaching team is composed of professionals with experience in Communication, PR and Marketing, which guarantees quality and updated teaching, where the graduate will have the opportunity to learn first-hand from experts in the field and acquire practical skills in data analysis and interpretation of results.

An ideal academic option for professionals who want to enhance their personal brand online and stand out in a competitive marketplace through a flexible degree. They only need a digital device with an Internet connection to view the content hosted on the virtual platform.

This **Postgraduate Certificate in Personal Brand Building Impact KPIs** 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 self-assessment can be used 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



*It analyzes multi-sector success stories in figures such as entrepreneurs, influencers, athletes and independent professionals with material provided by specialists in this sector"*

“

*Enroll now in a degree that allows you to access its content, at any time of the day, from a digital device with internet connection”*

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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Delve into the key metrics for measuring personal branding success with the most up-to-date curriculum.*

*It uses first level pedagogical tools to acquire an effective and useful learning to develop yourself in the field of Personal Brand Building management.*



# 02

# Objectives

The Diploma in Personal Brand Building Impact KPIs aims to provide students with effective learning on the use of the most relevant and current key performance indicators to measure the impact of online personal branding strategies. Through a practical methodology focused on data interpretation, students will acquire skills and knowledge in making informed decisions to improve the personal brand of professionals and companies and stand out in a competitive market.







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*Thanks to the flexibility of this university degree, you will be able to analyze the different types of tangible and intangible KPIs whenever you wish"*



## 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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- To substantiate the relationship between influence and personal branding
- Identify best practices in personal branding
- Establish specific objectives and goals to improve the impact and effectiveness of the Personal Brand Building
- Analyze the presence of the personal brand in different media and platforms
- Review and evaluate KPIs for the improvement of the personal branding strategy



*Identify specific objectives and goals to improve the online visibility and reputation of your clients' personal brand"*



03

# Course Management

The faculty of this degree has extensive knowledge and experience in the field of Communication, Public Relations and Marketing, which ensures that students receive an updated teaching, quality and focused on the latest trends in KPIs of Personal Brand Building Impact. In addition, thanks to the proximity of the faculty, the graduate will have the opportunity to resolve any questions that may arise about the content of the program throughout its 6-week duration.



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Periods	Performance
Jan	
Feb	
Mar	
Apr	
May	



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*A 100% online diploma course made up of the best experts in Digital Marketing and Communication"*



## 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 Relacions Públiques 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. López Rodríguez, Carla

- ♦ International consultant and Personal Brand Building trainer
- ♦ Visual Comercial, responsible for product presentation at Inditex in Austria
- ♦ Teacher at the University of Vigo
- ♦ Teacher at University Bring
- ♦ Degree in Advertising and PR the University of Alicante
- ♦ Degree in Audiovisual Communication at the University Vigo
- ♦ Dr. in Communication from the University of Vigo with International Mention and Cum Laude
- ♦ Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga

# 04

## Structure and Content

The university program in Personal Brand Building Impact KPIs focuses on the implementation of effective online performance measurement strategies over a 6-week period. The degree not only offers a theoretical and practical syllabus, but also a wide variety of online resources available 24 hours a day, 7 days a week. In this way, communication professionals can tailor a first-level apprenticeship to their real needs and advance their careers in this constantly evolving industry. An ideal academic opportunity for those looking to who are looking to improve themselves through a unique qualification.





“

A curriculum that will allow you in just 6 weeks to specialize in KPIs Personal Brand Building Impact”



## Module 1. KPIs Personal Brand Building Impact: Metrics for measuring results and multi-sector success stories

- 1.1. Personal branding KPIs: Application
  - 1.1.1. Definition and importance of establishing KPIs.
  - 1.1.2. Types of KPIs and key indicators for measuring the success of Personal Brand Building
  - 1.1.3. The role of vision and personal brand positioning in KPIs
- 1.2. Selecting the right KPIs to measure your Personal Brand Building success
  - 1.2.1. Variables for selecting relevant KPIs in the Personal Brand Building strategies
  - 1.2.2. Identification of the objectives of the personal brand: Definition of the objectives of the personal brand to establish appropriate KPIs
  - 1.2.3. Prioritization of KPIs according to established objectives and goals.
- 1.3. Types of tangible KPIs for Personal Branding
  - 1.3.1. Analysis of scope KPIs
  - 1.3.2. Analysis of Interaction KPIs
  - 1.3.3. Analysis of Conversion KPIs
- 1.4. Types of tangible KPIs for Personal Brand Building
  - 1.4.1. Analysis of reputation KPIs
  - 1.4.2. Analysis of Influence KPIs
  - 1.4.3. Analysis of Credibility KPIs
- 1.5. Personal Brand Building in influence
  - 1.5.1. The Figure of the Manager Typologies of influencers
  - 1.5.2. Approach to Digital Marketing
  - 1.5.3. Benefits, choice and KPIs
- 1.6. Interpretation of KPIs: monitoring, measurement and optimization
  - 1.6.1. Monitoring: implementation of a system for monitoring and measuring of KPIs for Personal Brand Building
  - 1.6.2. Measurement Interpretation of Data
  - 1.6.3. Optimization: aspects to be assessed to adjust the strategy according to KPIs
  - 1.6.4. Final Recommendations







- 1.7. Case analysis: Personal Brand Building in entrepreneurs and freelancers
  - 1.7.1. Case 1: Presentation, analysis of the digital strategy and best practices
  - 1.7.2. Case 2: Presentation, analysis of the digital strategy and best practices
  - 1.7.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 1.8. Case analysis: Personal Brand Building in Influencers
  - 1.8.1. Case 1: Presentation, analysis of the digital strategy and best practices
  - 1.8.2. Case 2: Presentation, analysis of the digital strategy and best practices
  - 1.8.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 1.9. Case analysis: Personal Brand Building in Sport
  - 1.9.1. Case 1: Presentation, analysis of the digital strategy and best practices
  - 1.9.2. Case 2: Presentation, analysis of the digital strategy and best practices
  - 1.9.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 1.10. Case analysis: personal branding in employed professionals
  - 1.10.1. Case 1: Presentation, analysis of the digital strategy and best practices
  - 1.10.2. Case 2: Presentation, analysis of the digital strategy and best practices
  - 1.10.3. Case 3: Presentation, analysis of the digital strategy and best practices



*There are numerous success stories for you to implement effective strategies for Personal Branding"*

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.





“

*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.



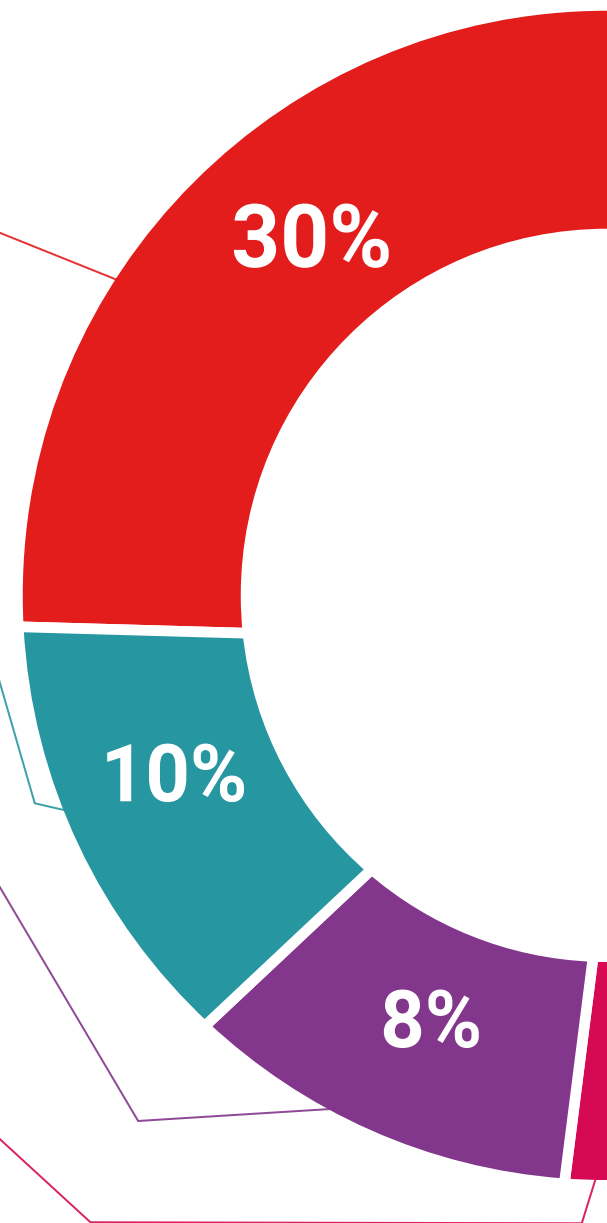
### Practising Skills and Abilities

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 Personal Brand Building Impact KPIs guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.







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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 Personal Brand Building Impact KPIs** 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 Personal Brand Building Impact KPIs**

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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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