

# 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: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **Online**
- » Target Group: **University graduates and graduates who have previously completed any degree in the field of Social and Legal any of the degrees in the field of Social and Legal Sciences, Administrative and Business Sciences**

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/inbound-marketing-strategies-personal-brand-building](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/inbound-marketing-strategies-personal-brand-building)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

In a digitalized world, building a solid and recognized personal brand is essential to achieve success in professional activity. To do this, it is essential to master the application of Inbound Marketing strategies, which allow you to attract and captivate potential customers in a non-intrusive way, generating trust and loyalty in them. Given the relevance of this aspect to succeed in the business world, TECH Technological University has created this degree, with the idea of providing the student with first level skills in this field. Throughout the course, you will be able to manage the Inbound methodology or master the techniques to create original and attractive content for the user. All of this, online and without tight schedules.



Postgraduate Certificate Inbound Marketing Strategies applied to  
Personal Brand Building. TECH Technological University



“

*Master the main techniques to generate attraction, interaction or delight in the potential customer thanks to this complete TECH Technological University program"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*Master the main techniques to generate attraction, interaction or delight in the potential customer thanks to this complete TECH Technological University program"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

---

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The Diploma in Inbound Marketing Strategies for Personal Brand Building is designed for students to obtain excellent knowledge and broad skills in this area. These include improving its online presence and building a solid and recognized identity, applying techniques that generate customer attraction and loyalty. In just 6 weeks, they will be able to stand out in an increasingly competitive digital environment.



“

*Be able to build a recognizable and attractive personal image for users thanks to this Diploma”*

TECH Technological University makes the goals of their students their own goals too. Working together to achieve them.

The Diploma in Inbound Marketing Strategies for Personal Brand Building will enable the student to:

01

Define an Inbound Marketing strategy and develop it as a mechanism for attracting, interacting with and delighting the buyer targeted by the personal brand

02

Discover how to improve daily productivity to generate content ideas and avoid blank page syndrome

03

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

04

Use creative production tools such as Canva





05

Choosing the most appropriate e-mail marketing tool for each professional

06

Identify the best incentive to maximize lead capture and build a proprietary database

07

Use e-mail marketing as a tool for building a community of loyal customers

08

Improving personal brand conversion by applying the sales funnel methodology



05

# Structure and Content

The Diploma in Inbound Marketing Strategies for Personal Brand Building is a 100% online program based on the Relearning methodology, which enables students to learn at their own pace and without having to give up their professional and personal life. Throughout the syllabus, aspects such as customer attraction techniques or methods of creating audiovisual content on social networks will be addressed customer or the methods of creating audiovisual content on social networks. In this way, it will increase the student's competencies with the greatest academic comforts in the pedagogical landscape.



“

*The 100% online mode of this program enables you to study without the need to travel from home”*

## Syllabus

TECH's Diploma in Inbound Marketing Strategies for Personal Brand Building offers an intensive program that seeks the student to successfully address the challenges and business decisions in the field of marketing. The content of this degree program is designed to promote the development of managerial skills that allow decision making in uncertain in uncertain environments with greater rigor and and effectiveness.

Throughout 6 week of study, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

The knowledge and skills acquired in this program will allow them to apply effective and efficient digital marketing strategies to attract, interact and retain their target audience and efficient digital marketing strategies to attract, interact and build loyalty with your target audience, which translates into increased visibility, reputation and business opportunities.

The curriculum of this Diploma is designed to meet the needs of the student and his or her company, offering innovative content based on the latest trends, supported by the best educational methodology and a prestigious teaching staff.

This Postgraduate Certificate in is spread out over 6 weeks and is divided into 1 module:

### Module 1

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



### Where, When and How is it Taught?

TECH Technological University offers the possibility of developing this Diploma in Inbound Marketing Strategies for Personal Brand Building completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique educational experience, key and decisive to boost your professional development and make the definitive leap.*

**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
- 1.4.5. 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



“

*Choose the textual and multimedia teaching aids that best suit your academic needs to optimize your learning”*

# 06

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



07

# Our Students' Profiles

The Diploma is aimed at university graduates, graduates and graduates who have previously completed any of the following degrees in the following fields Social and Legal Sciences, Administrative and Economic Sciences. The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach K of this program. The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field Marketing field.







“

*Develop yourself as a professional in the field of Marketing while continuing to work through this program"*

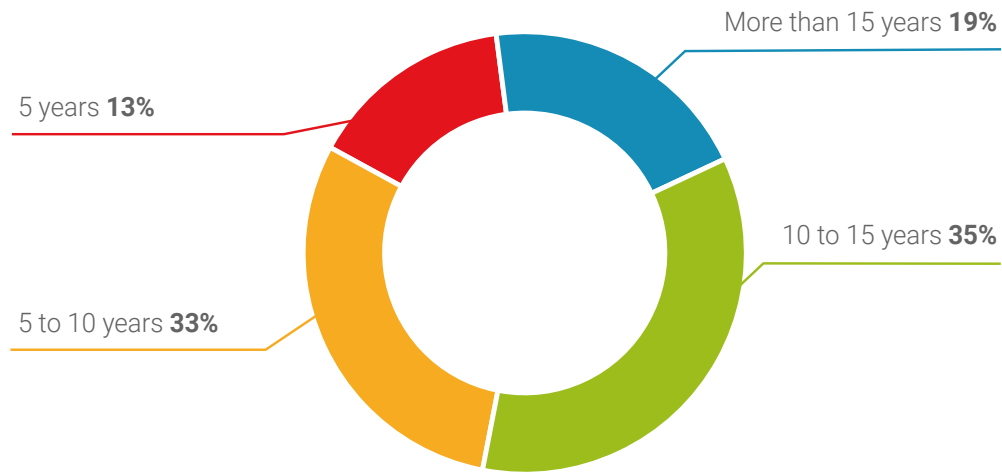
### Average Age

---

Between **35** and **45** years old

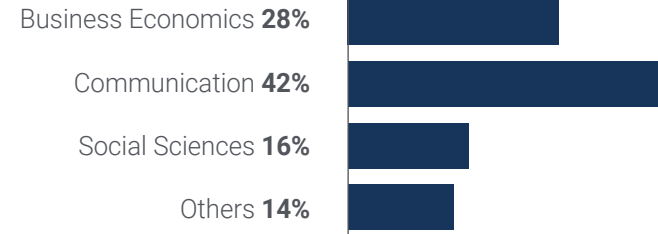
### Years of Experience

---



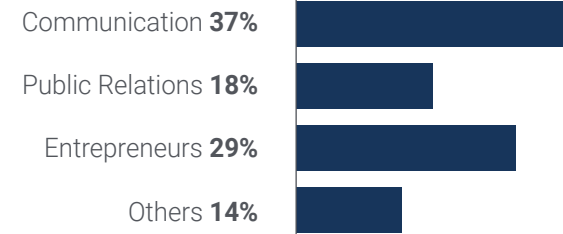
### Training

---



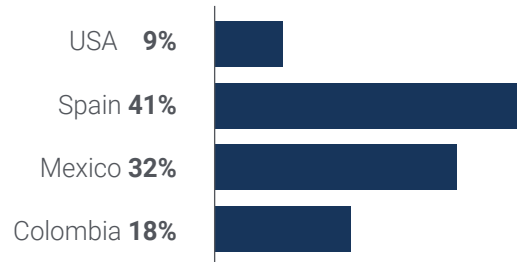
### Educational Profile

---



## Geographical Distribution

---



## Andrés Gutiérrez

---

Self-employed entrepreneur

*"Thanks to the Diploma in Inbound Marketing Strategies for Personal Brand Building, I have managed to improve my online presence and build a recognizable and attractive digital identity. This has allowed me to increase traffic on my professional social networks and client demand for my services"*

08

# Course Management

The teaching team of this Diploma is made up of active experts in the world of Marketing and Advertising in the world of Marketing and Advertising, who have extensive experience in this field. These specialists have developed and successfully applied the Inbound Marketing strategies taught in the program in their own working lives, which allows them to transmit to the students knowledge that is completely effective and useful in their and useful in day-to-day professional life.



“

*This teaching staff is made up of by active professionals in Marketing and Advertising and Advertising to provide you with the most updated knowledge in Inbound Marketing Strategies for Personal Brand Building"*

## 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



09

# Impact on Your Career

The Diploma in Inbound Marketing Strategies for Personal Brand Building is a key academic program for professionals looking to improve their online presence and build a solid and recognized identity. In this way, they will have top-level skills in this field, as well as the ability to stand out in an increasingly competitive digital environment.







“

*This academic institution is committed to ensuring your optimal professional development”*

## Are you ready to take the leap? Excellent professional development awaits you

TECH Technological University Diploma in Inbound Marketing Strategies for Personal Brand Building is an intensive program that prepares you to face challenges and business decisions in the field of marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you”

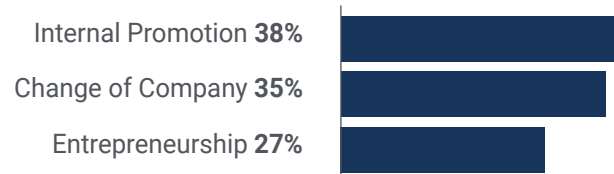
*By developing yourself in this field, you will significantly increase your salary prospects in a short period of time.*

*Extract the maximum potential from Inbound Marketing techniques and build a solid and recognizable personal identity.*

### Time of change



### Type of change



### Salary increase

---

This program represents a salary increase of more than **23%** for our students



10

# Benefits for Your Company

The Diploma in Inbound Marketing Strategies for Personal Brand Building contributes to elevate the organization's talent to its maximum potential through the instruction of high level the instruction of high-level leaders. Participating in this Postgraduate Certificate is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Adopt the best Inbound Marketing strategies and perfect your personal brand to positively impact the image projected by your company”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets of the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Inbound Marketing Strategies for 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.





“

*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 for Personal Brand Building** contains the most complete and up-to-date program on the market.

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

The diploma 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 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Inbound Marketing Strategies applied to Personal Brand Building

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Inbound Marketing Strategies applied to Personal Brand Building

