Postgraduate Diploma

Inbound Marketing for Personal Brands

tech global university

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Postgraduate Diploma
Inbound Marketing for Personal Brands

» Modality: **Online**
» Duration: **6 months.**
» Certificate: **TECH Global University**
» Accreditation: **24 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

» Aimed at: **University graduates who have previously completed any of the qualifications in the field of social, administrative and business sciences.**

Acceso web: **www.techtitute.com/us/escuela-de-negocios/postgraduate-diploma/postgraduate-diploma-inbound-marketing-personal-brands**

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01

Welcome

In today's digital era, online presence is essential for any company that wants to achieve its business goals. This is where Inbound Marketing becomes an essential tool. This strategy focuses on engaging the audience in a non-intrusive way and building long-term relationships by creating relevant and valuable content. Therefore, Inbound Marketing for Personal Brands not only increases online visibility, but also helps to gain the trust and loyalty of potential customers. This TECH Postgraduate Diploma is designed to learn the techniques and skills needed to apply this strategy in the day-to-day life of companies. Thanks to the Relearning pedagogical methodology and flexible academic resources, this 100% online program adapts to the needs of each student to achieve effective results.

Postgraduate Diploma in Inbound Marketing for Personal Brands.
TECH Global University

This exclusive TECH program is a unique proposal to go deeper into Inbound Marketing applied to Personal Brands."

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.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

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:

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"

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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

This Postgraduate Diploma aims to provide students with the techniques and skills necessary to apply Inbound Marketing effectively in the creation of a company's personal brand. Therefore, students will acquire knowledge about the production of valuable content, search engine optimization strategies, use of social media, email marketing and other techniques. In this way, upon completion of the Postgraduate Diploma, they will be able to apply these skills in their company to increase online visibility and establish lasting relationships with the audience.

"You will master the creation of lasting relationships with your audience through relevant and valuable content thanks to this Postgraduate Diploma"

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

The **Postgraduate Diploma in Inbound Marketing for Personal Brands** will enable students to:

01 Substantiate the use of Instagram, Facebook, Twitter and Tiktok for personal branding.

04 Identify the types of content that have the greatest impact on the LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputations

02 Identify best practices on these social platforms to increase engagement and visibility of the personal brand.

03 Develop an effective strategy to optimize the LinkedIn profile in order to create a solid, credible profile that stands out above average

05 Use creative production tools such as Canva

06 Choose the most appropriate e-mail marketing tool for each professional

07 Analyze the presence of the personal brand in different media and platforms.

08 Review and evaluate KPIs for the improvement of the personal branding strategy.

Structure and Content

This Postgraduate Diploma offers comprehensive instruction focused on the techniques of personal *branding*, from strategic strategic aspects to the measurement of results. Designed with a pioneering pedagogical methodology, such as *Relearning*, the Postgraduate Diploma is taught in a 100% online format, which allows great flexibility for students. In this way, they will be able to acquire the knowledge autonomously and in a personalized way, with the constant support of experts in the field. This will allow them to immediately apply the latest personal branding techniques to their own brand or in that of their clients.

"For 6 months you will have access to a high-level syllabus with the most up-to-date information in the industry."

Syllabus

The Postgraduate Diploma in Inbound Marketing for Personal Brands of TECH Global University is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field.

The content of the Postgraduate Diploma in Social Media Branding is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 600 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with Social Media Branding, visibility and *engagement* strategies, Personal Branding on LinkedIn, the most pioneering tools of Inbound and Email Marketing and the application of KPI's, among other topics. In this way, it is designed to prepare professionals who understand Inbound Marketing from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands your needs and those of your company through innovative content based on the latest trends , and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok.
Module 2	Personal Branding on LinkedIn. Visibility and *engagement* strategies on LinkedIn
Module 3	Strategies, Techniques and Tools for Inbound and E-mail Marketing for the Construction and Generation of Personal Branded Content.
Module 4	KPIs Personal Brand Impact: Metrics for Measuring Results and Multi-Sector Success Stories

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Inbound Marketing for Personal Brands completely online. Throughout the 6 months of the program, you will be able to access all its contents of at any time, allowing you to manage your study time.

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

Module 1. Social Media Branding. Visibility and *Engagement* Strategy on Instagram, Twitter, Facebook and TikTok.

1.1. *Social Media Branding:* Relevance to Personal Branding
1.1.1. Role of Personal Branding in Social Media
1.1.2. Online Management Platforms: Speaker of the Personal Brand
1.1.3. The Pillars of a Good Personal Branding Strategy in the Digital World.

1.2. Strategic Approach as the Basis of *Social Media Branding*
1.2.1. The Role of Research and Active Listening for Personal Branding Strategy
1.2.2. Analysis of the Competition in Social Media
1.2.3. Identifying the Target Audience for the Personal Branding Strategy

1.3. Social Media Branding
1.3.1. Development of a Social Media Plan for Personal Branding
1.3.2. Identifying the Objectives of the Personal Brand on Social Media
1.3.3. KPIs to Analyze Results

1.4. Engagement and Visibility Strategies for Personal Branding
1.4.1. Online Ecosystem: Definition of the Digital Presence and Selection of Platforms.
1.4.2. Factors that Drive *Engagement* in Social Media
1.4.3. Visibility in Social Media and Best Practices

1.5. Creating a Coherent Digital Presence
1.5. 1 Creating a Coherent Brand Image on Social Media: Visual Identity, Verbal Anchors and Style Guides on Social Media.
1.5.2. The Brand Message and the Role of Content in the Success of the Strategy
1.5.3. Differentiation of the Personal Brand in the Digital World

1.6. Content Strategy: Creating a Content Strategy for Social Media that Reflects the Brand Identity and Connects with the Audience.
1.6.1. Content Creation Process for Different Social Media Platforms
1.6.2. The Importance of *Storytelling* in Social Media Personal Branding
1.6.3. Creating a Publication Calendar to Maintain a Constant and Consistent Online Presence

1.7. Using Instagram for Personal Branding
1.7.1. Why Be on Instagram: Reports and Audiences
1.7.2. Understanding the Algorithm for Designing Content Strategy on Instagram.
1.7.3. Best Practices to Increase Engagement and Visibility
1.7.4. KPIs Measurement and Analysis of Results on Instagram

1.8. Using Facebook for Personal Branding
1.8.1. Why Be on Facebook. Reports and Audiences
1.8.2. Understanding the Algorithm for the Design of the Content Strategy on Facebook.
1.8.3. Best Practices to Increase *Engagement* and Visibility
1.8.4. KPIs Measurement. Analysis of Results on Facebook

1.9. Using Twitter for Personal Branding
1.9.1. Why Be on Twitter: Reports and Audiences
1.9.2. Best Practices to Increase Engagement and Visibility
1.9.2. KPIs Measuring and Analyzing Results on Twitter

1.10. Using Tiktok for Personal Branding
1.10.1. Why Be on Tiktok: Reports and Audiences
1.10.2. Best Practices to Increase *Engagement* and Visibility
1.10.3. KPIs Measurement and Analysis of Results in Tiktok

Module 2. Personal Branding on LinkedIn. Visibility and *Engagement* Strategies for Building a Personal Brand on LinkedIn.Personal branding on LinkedIn.

2.1. Strengthening the LinkedIn User Profile
2.1.1. Analysis of a LinkedIn User Profile
2.1.2. Clarification of the Objectives of Using LinkedIn
2.1.3. Identification of Areas for Improvement in the LinkedIn Profile

2.2. Constructing the Audience of Followers on LinkedIn
2.2.1. Definition of the LinkedIn Audience
2.2.2. Tailoring the Message to the Audience on LinkedIn
2.2.3. Building an Audience from LinkedIn Posts

2.3. Community of Reference on LinkedIn
2.3.1. Finding Content Leaders on LinkedIn
2.3.2. Identifying Other Community Members on LinkedIn
2.3.3. Interacting and Collaborating with Other Community Members on LinkedIn

2.4. Connecting with Active Users on LinkedIn
2.4.1. Importance of Finding Active Users on LinkedIn
2.4.2. Writing an Invitation to Connect on LinkedIn
2.4.3. Interacting with New Contacts on LinkedIn

2.5. Developing a Solid Content Strategy through Thematic Pillars
2.5.1. Identification and Positioning of the Thematic Pillars.
2.5.2. Identification of the Thematic Pillars in the Strategy
2.5.3. Development and Maintenance of the Thematic Pillars Over Time.

2.6. Linking the Thematic Pillars to the Personal Story. The Importance of Emotion
2.6.1. Identification of Stories Related to the Thematic Pillars that Build Credibility and Viral Potential.
2.6.2. How to Tell Effective Stories on LinkedIn
2.6.3. How to Connect Personal Stories with Key Messages on LinkedIn
2.6.4. Creating a Personal Transformation Story for a First Post on LinkedIn

2.7. Generating Impactful Content on LinkedIn. Importance of Inspiring and Teaching
2.7.1. Use of Technical or Scientific Data Related to Thematic Pillars to Create Educational Content
2.7.2. Benchmarking: Case Studies of Viral Content Creators on LinkedIn Using These Techniques
2.7.3. Translating Analysis Into Practice

2.8. Preparing Posts for LinkedIn
2.8.1. Selecting the Content and Format with the Greatest Potential for Posts on LinkedIn
2.8.2. Creating a Variety of Formats and Styles for Posts on LinkedIn
2.8.3. Publication and Follow-Up of the First Posts on LinkedIn

2.9. Growing your LinkedIn Account: Followers and Engagement
2.9.1. Importance of LinkedIn Follower Monitoring
2.9.2. Monitoring Follower Growth on LinkedIn
2.9.3. Using Follower Data on LinkedIn

2.10. Evaluation and Adjustment of the Editorial Strategy
2.10.1. Identifying Trends and Patterns in Audience Behavior
2.10.2. Reinforcement of Strengths and Weaknesses to Improve the Editorial Strategy.
2.10.3. Digital Tools for Advanced Use of LinkedIn
2.10.4. Optimal Use of LinkedIn as an Instrument to Strengthen the Digital Personal Brand.

Module 3. Strategies, Techniques and Tools for *Inbound* and Email Marketing for the Construction and Generation of Personal Brand.

3.1. **Inbound Marketing Strategies Applied to Personal Branding**
3.1.1. Inbound Methodology. Objectives
3.1.2. Attraction Strategy
3.1.3. Interaction Strategy
3.1.4. Delight Strategy

3.2. **Content Creation**
3.2.1. Identification of the Thematic Pillars the Content to Develop
3.2.2. Educational vs. Non-Educational Content
3.2.3. The 20 Content Ideas that Help Personal Brand Growth
3.2.4. Inspirational Examples of Personal Branding

3.3. **Tools to Curate Content and Foster Creativity.**
3.3.1. *Feedly*
3.3.2. Google Alerts
3.3.3. Buzzsumo
3.3.4. Other Tools

3.4. **Planning and Productivity for Content Creation**
3.4.1. Design of an Editorial Calendar
3.4.2. Content Creation Based on Business Objectives
3.4.5. Media Planning Tools Google Drive, Notion, Asana, Trello

3.5. **Visual Design and Tools for the Creation of Visual Digital Content**
3.5.1. Correct Use of the Color Palette, Logo and Branding
3.5.2. Personal Brand Photography
3.5.3. Canva Advanced Practical Workshop

3.6. **Funnels Sales for Personal Brands**
3.6.1. The Usefulness Funnels Sales for Personal Brands
3.6.2. Function of a Funnel.   Phases
3.6.3. Relationship Between Content Types and Conversion Rate

3.7. **Conversion of Followers to Leads**
3.7.1. Lead: Importance for Building a Personal Brand
3.7.2. LinkedIn Profile Orientation to Maximize Lead Acquisition
3.7.3. Instagram Profile Orientation to Maximize Lead Acquisition
3.7.4. Optimization of Your Personal Website to Capture Leads

3.8. **Designing e-Mail Marketing a Strategy**
3.8.1. Importance e-Mail Marketing a Strategy
3.8.2. Free Email Marketing Tools to Create a Relationship with Subscribers.
3.8.3 Presence in the Buyer Persona's Mind: The Newsletter

3.9. **Marketing Automation for Personal Branding**
3.9.1. The Incentive to Enter the Community
3.9.2. The Importance of the First Welcome Sequence
3.9.3. Example of a Welcome Sequence that Helps to Generate Sales

3.10. **The Podcast: a New Key Channel in the Inbound Marketing Strategy**
3.10.1. Creating a Podcast.   Steps to Follow
3.10.2. Formats and Types of Content
3.10.3. Diffusion and Visibility of the Podcast

Module 4. KPIs Personal Brand Impact: Metrics for Measuring Results and Multi-industry Success Stories.

4.1. **Personal Branding KPIs: Application**

4.1.1. Definition and Importance of Establishing KPIS
4.1.2. Types of KPIs and Key Indicators for Measuring the Success of Personal Branding.
4.1.3. The Role of Vision and Personal Brand Positioning in KPIs

4.2. **Selecting the Right KPIs to Measure Your Personal Brand Success**

4.2.1. Variables for Selecting Relevant KPIs in the Personal Branding Strategy
4.2.2. Identification of the Objectives of the Personal Brand Objectives: Definition of Personal Brand Objectives to Establish Appropriate KPIs
4.2.3. Prioritization of KPIs According to the Established Objectives and Goals

4.3. **Types of Tangible KPIs for Personal Branding**

4.3.1. Analysis of Scope KPIs
4.3.2. Analysis of Interaction KPIs
4.3.3. Analysis of Conversion KPIs

4.4. **Types of "Intangible" KPIs for Personal Branding**

4.4.1. Analysis of Reputation KPIs
4.4.2. Analysis of Influence KPIs
4.4.3. Analysis of Credibility KPIs

4.5. **Personal Branding in Influence**

4.5.1. The Figure of the Influencer. Typologies of Influencer
4.5.2. Approach to Influencer Marketing
4.5.3. Benefits, Choice and KPIs

4.6. **Interpretation of KPIs: Monitoring, Measuring and Optimization**

4.6.1. Monitoring: Implementation of a System for Monitoring and Measuring KPIs for Personal Branding
4.6.2. Measurement Data Interpretation
4.6.3. Optimization: Aspects to be Assessed in Order to Adjust the Strategy According to the KPIs
4.6.4. Final Recommendations

4.7. **Case Analysis: Personal Branding in Entrepreneurs and Freelancers**

4.7.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices.
4.7.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices.
4.7.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices.

4.8. **Case Analysis: Personal Branding in Influencers**

4.8.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices.
4.8.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices.
4.8.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices.

4.9. **Case Analysis: Personal Branding in Athletes**

4.9.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices.
4.9.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices.
4.9.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices.

4.10. **Case Analysis: Personal Branding in Employed Professionals**

4.10.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices.
4.10.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices.
4.10.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices.

06
Methodology

TECH is the world's first university to combine the *case study* methodology with *Relearning*, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the academic process and gives them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

" *At TECH you will NOT have live classes (which you might not be able to attend)"*

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies or Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.
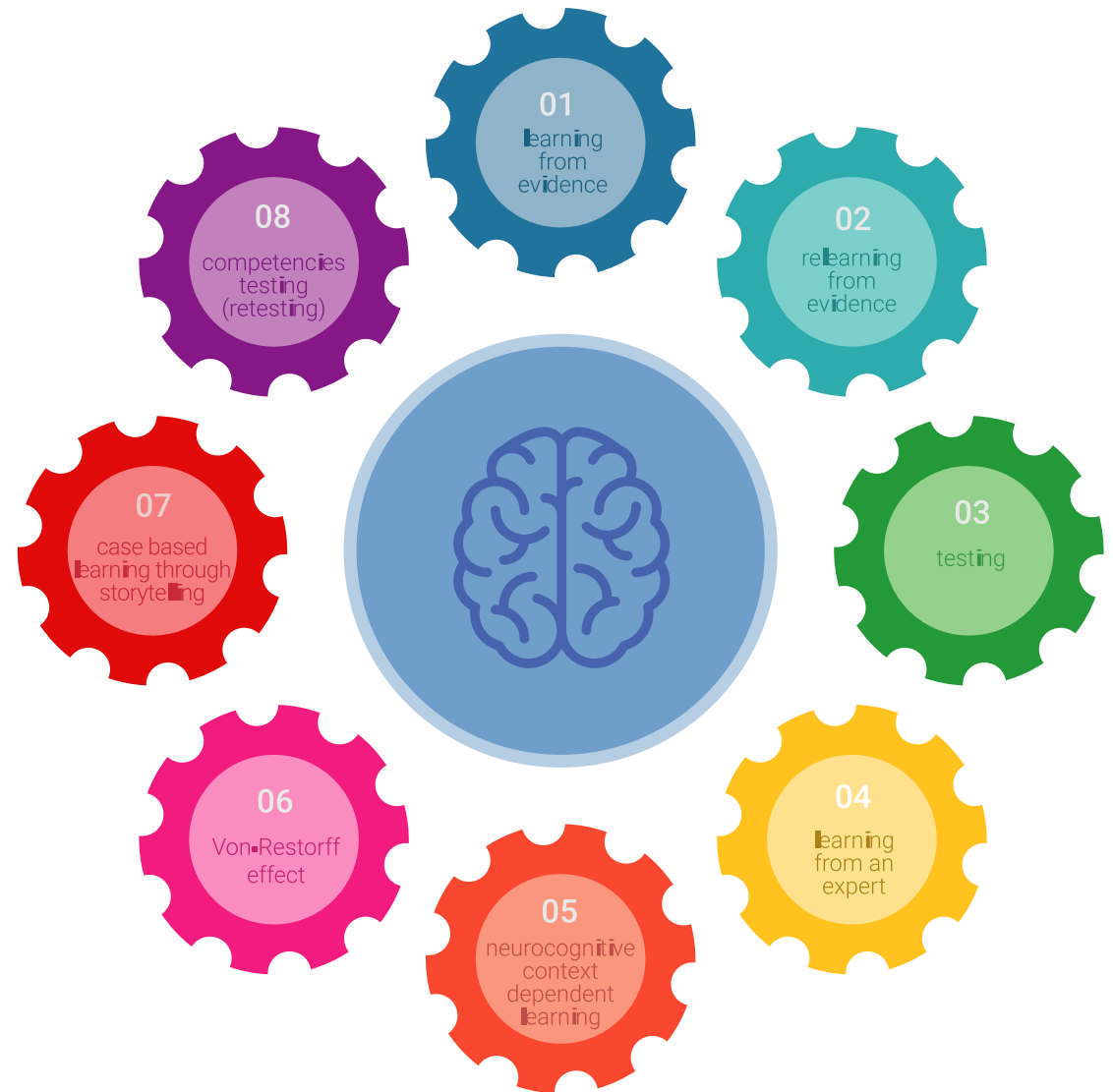
Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

"
The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:
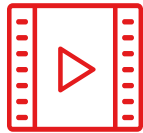
Study Material

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
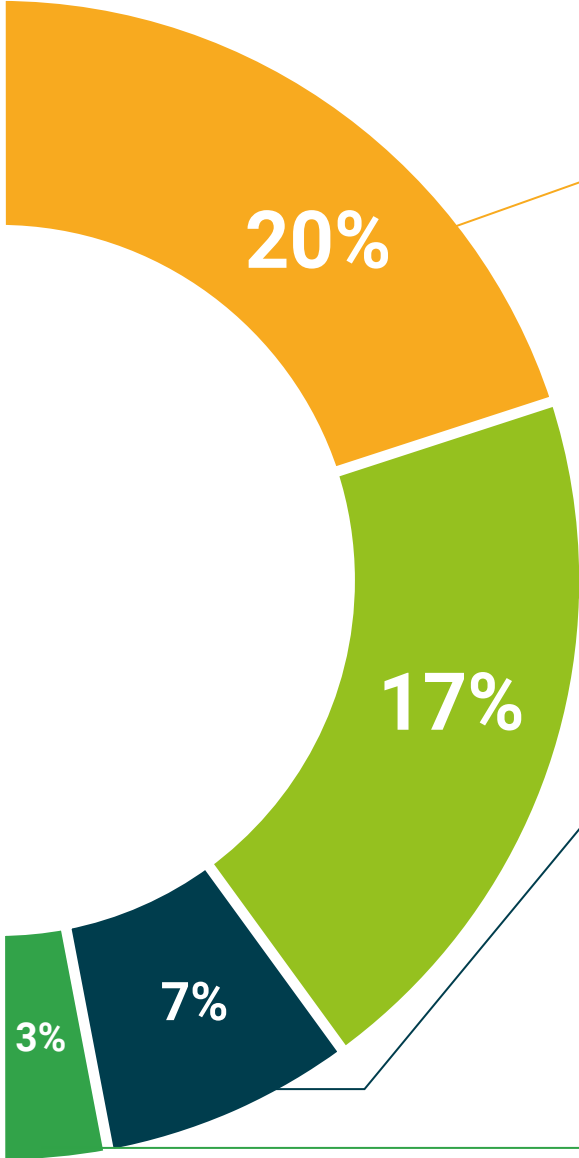
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

Students will complete a selection of the best *case studies* in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

Our Students' Profiles

The Postgraduate Diploma is aimed at Graduates who have previously completed any of the following degrees in the field of Social , Administration and Corporate Sciences, Marketing and Corporate Communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Digital Marketing

"

If you want to expand your skills in the world of Digital Marketing and Personal Branding, this program is for you."

Average Age

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

Years of Experience

More than 5 years **13%**

5 to 10 years **33%**

More than 15 years **19 %**

10 to 15 years **35%**

Education

Business Economics **28%**

Marketing **42 %**

Human Resources **16%**

Others 14%

Academic Profile

Communication 37 %

Public Relations **18%**

Entrepreneurs **29 %**

Others 14%
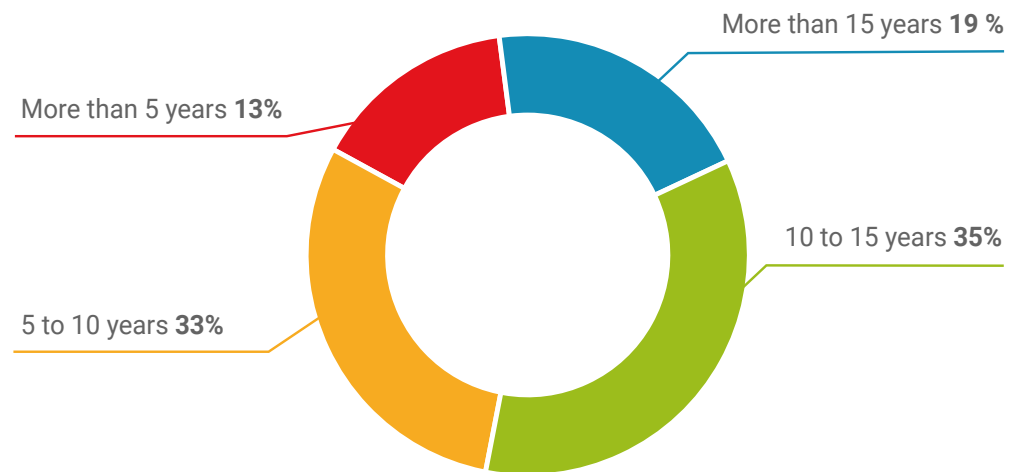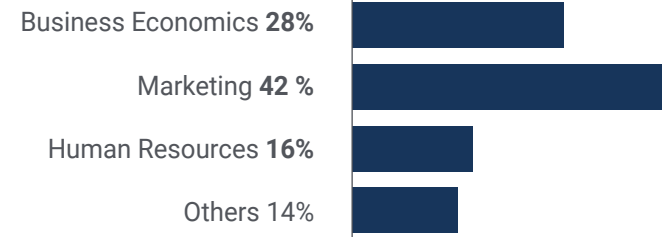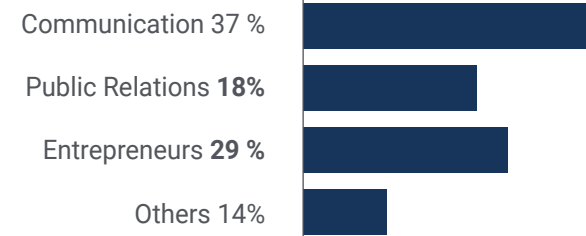
Geographical Distribution

USA **9%**	
Spain **41%**	
Mexico **32%**	
Colombia **18%**	
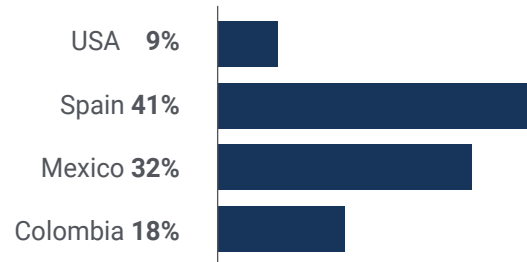
Carla Pérez Ramos

Content Manager

"Before taking the Postgraduate Diploma in Inbound Marketing for Personal Brands, I had a lot of doubts about how to promote my company's personal brand and create valuable content for my audience. Thanks to the education that I received in this program, I can now apply effective techniques and establish lasting relationships with my clients."

09

Course Management

The teaching team of this program is composed of experts in Digital Marketing with extensive experience in the use of *Inbound Marketing* techniques to promote and position personal brands. They all have solid academic knowledge and extensive experience in business and education, which allows them to share their knowledge and practical experience with students. In this way, students will be able to learn from experienced professionals and get a complete vision of *Inbound Marketing* for personal branding.

The teaching team of this Postgraduate Diploma is made up of the most experienced professionals in the business and educational fields".

Management

Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres y Carrera
- Client Services Director and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications and Social Media Consultant at Best Relations
- Junior Account Executive Advertising and PR - Noa Nogueira
- Teacher at Miguel de Cervantes European University
- Teacher at International School of Marketing
- Teacher in Miguel de Cervantes European University
- 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, Carlos

- International consultant and personal branding trainer
- Visual Commercial, responsible for product presentation at Inditex in Austria.
- Teacher at the University of Vigo
- Teacher at Unir University
- Degree in Advertising and PR from the University of Alicante.
- Graduate in Audiovisual Communication from the University of Vigo.
- PhD in Communication from the University of Vigo with International Mention and Cum Laude.
- Professional Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga.

Ms. Luque Díaz, Daniela

- Personal Brand Consultant on LinkedIn
- Marketing Strategy Coordinator at KIND APP in Sweden
- Arts Program Coordinator in the Department of Arts and Humanities at New York University
- Managed the marketing strategy for the fashion accessories collection of the AITA brand
- Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- Operations Coordinator for Eurofragance in Dubai
- Business Development Manager at Intercom Group in Barcelona
- Degree in Film & TV Production at the National University of Colombia
- Professional Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- Professional Master's Degree in Public Relations & Protocol from ESERP Business School
- Professional Master's Degree in Retail Management from the Autonomous University of Barcelona.

Dr. García Veiga, Mariam

- CEO RockNRebel
- Research Teaching Staff of the University of Santiago de Compostela
- Degree in Political Science and Public Administration from the University of Santiago de Compostela.
- PhD in Contemporary Political Processes from the University of Santiago de Compostela.
- Professional Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela.
- Professional Master's Degree in Statistical Techniques from the University of Santiago de Compostela
- Professional Master's Degree in International Business/Trade/Commerce by the Business Intercontinental University
- Professional Master's Degree in Web Analytics by Kschool

Ms. Ramos González, Delia

- Product Designer at Acurable SLU
- Account Supervisor at Advertising Agency La Caseta
- Advertising Creative at the Chamber of Commerce of Seville.
- Degree in Advertising and Public Relations at the University of Seville.
- Degree in Graphic Design and Multimedia Technologies at CEADE Leonardo School of Design and Communication.

Impact on Your Career

Studying the Postgraduate Diploma in Inbound Marketing for Personal Brands can have a great impact on the careers of professionals specialized in this sector. This is explained because the Postgraduate Diploma program provides students with a complete and updated program in Digital Marketing techniques for the construction and management of an effective personal brand. In addition, this program will allow them to apply the knowledge acquired in their own brand or that of their clients, which can open new job opportunities and improve their professional profile in an increasingly competitive and digitized market.

"
Choose TECH and open new job opportunities in the Digital Marketing sector".

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

TECH's Postgraduate Diploma in Inbound Marketing for Personal Brands is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. Its 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 network with the best, then this is the place for you.

If you are looking to take your career to the highest level, this Postgraduate Diploma is for you.

Become a change agent and leader in the digital industry with this 100% online TECH Postgraduate Diploma.

When the change occurs

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **38%**
Change of Company **35%**
Entrepreneurship **27%**
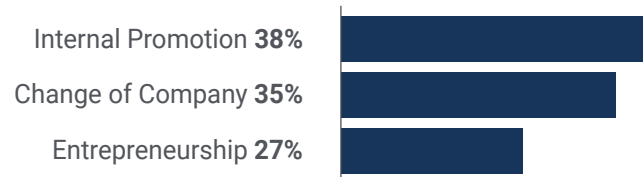
Salary increase

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

Salary before	A salary increase of	Salary after
€43,000	**23%**	**€52,890**

10
Benefits for Your Company

Having a specialist who has completed the Postgraduate Diploma in Inbound Marketing for Personal Brands can bring great benefits to companies. These professionals have the skills and knowledge necessary to create and manage effective personal brands, which can increase the company's visibility and credibility in the online environment. In addition, these professionals can help the organization establish stronger and longer lasting relationships with its audience, which improves loyalty and ROI in Digital Marketing strategies.

> *Master the most effective tools to generate content that catches the attention of audiences and gain access to new professional positions in large companies."*

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

01

Intellectual Capital and Talent Growth

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.

Be able to make decisions in times of uncertainty and crisis, helping the organization to 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 Postgraduate Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

11

Certificate

This Postgraduate Diploma in Inbound Marketing for Personal Brands guarantees, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain a **Postgraduate Diploma in Inbound Marketing for Personal Brands** endorsed by TECH Global University, the largest digital university in the world.

TECH Global University is an official European University publicly recognized by the Government of Andorra *(official bulletin)*. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international educational framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of joint tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuous education and professional updating that guarantees the acquisition of competencies in its area of knowledge, conferring a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Inbound Marketing for Personal Brands**

Modality: **Online**

Duration: **12 months.**

Accreditation: **24 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Diploma in Inbound Marketing for Personal Brands

This is a private qualification of 720 hours of duration equivalent to 24 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Diploma
Inbound Marketing for Personal Brands

- » Modality:**Online**
- » Duration: **6 months.**
- » Certificate: **TECH Global University**
- » Accreditation: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma
Inbound Marketing for
Personal Brands

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