**Training Fiche Template**

|  |  |  |
| --- | --- | --- |
| **Title** | Branding and Personal Branding | |
| **Keywords (meta tag)** | Branding, Personal branding, Logo, Text logo, Graphic logo | |
| **Language** | English | |
| **Objectives/ Goals/ Learning outcomes** | 1. Understand what branding is 2. Know the main steps to create an effective logo 3. Being aware of the main digital tools to create your own logo 4. Understand the importance of social network for branding strategies | |
| **Training area: (Select one)** | | |
| Strategies for Internationalisation | |  |
| E-commerce, international and digital marketing | |  |
| Social selling | | **X** |
| Sociologic and cultural aspects of Extra EU Export | |  |
| **European Qualification Framework (EQF)** | | |
| Level 3 | |  |
| Level 4 | | **X** |
| Level 5 | |  |
| **Description** | Branding and personal branding are fundamental elements for an effective self-promotion strategy. Create an image of one’s business is important to become recognizable to all stakeholders. This training module aims at giving a general overview on branding and personal branding, clarifying the main steps to follow in order to plan a good branding strategy, including a section dedicated to the creation of one’s logo. Furthermore, it will explain the role played by social network to ensure a successful branding strategy, bringing examples of some of the most interesting digital tools available today. | |
| **Contents arranged in 3 levels** | **Module name: Branding and Personal Branding**  **1 Unit name:** **Personal Branding: what does that mean?**  1.1 Section name: Introduction  1.2 Section name: The goal of branding  **2 Unit name: What is branding for and why is it important?**  2.1 Section name: Branding for company, costumers, competitors  **3 Unit name: 5 steps to define your logo**  3.1 Section name: Setting your identity  3.2 Section name: Defining the style  3.3 Section name: Right colours  3.4 Section name: Right font  3.5 Section name: Final adjustments  **4 Unit name: Social media platforms: why to use them and which ones?**  4.1 Section name: Why the social media?  4.2 Section name: Which social media?  **5 Unit name: Branding on Social media: a few tips**  5.1 Section name: Uniform style  5.2 Section name: Image size  5.3 Section name: Simplified logos  5.4 Section name: Profile & cover images  5.5 Section name: Optimize pages  **6 Unit name: Common digital personal branding tools**  6.1 Section name: Useful online tools | |

|  |  |  |
| --- | --- | --- |
| **Glossary** | **Personal Branding**: set of strategic actions that allow you to manage your professional image using social media  **Text logo**: Type of logo that includes only font elements  **Graphic logo**: Type of logo that includes only graphic elements | |
| **Self-evaluation (multiple choice queries and answers)** | 1. To whom might it be addressed personal branding?  **a.** **Customers, potential customers, competitors**  b. Customers  c. Neither of these  2. Branding and Personal branding correspond to:  a. The logo  b. The promise to the audience  **c. The comprehensive strategy to communicate one’s image**  3. Start-ups should never include text in their logos.  a. True  **b. False**  4. If you have an artistic/creative business you should create social accounts on:  a. Facebook  **b. Youtube, Instagram, TikTok**  c. Neither of these  5. Profile pictures and cover image on social networks can be very different in style.  a. True  **b. False** | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name** | Best practices collection (?) |
| **Description** | Best practices collection with the support of all partners (?) |
| **Link of interest / filename** | TBD |
| **Resources (videos, reference link)** | [Personal Branding - why is it important?](https://www.youtube.com/watch?v=0a0Vm0zHFh0)  [Personal Branding 101 [Build Your Personal Brand In 2022]](https://www.youtube.com/watch?v=eyl_Rkrn8GU)  [What is Personal Branding?](https://www.youtube.com/watch?v=y22L-BAFuh0)  [What is personal branding and why is it important?](https://www.youtube.com/watch?v=tUWeOMbh1eY)  [La guida al branding: il logo perfetto per la tua azienda](https://business.trustedshops.it/blog/guida-branding-logo-perfetto#trovare-logo-perfetto) | |
| **Related material** | To be implemented | |
| **Related PPT** | Branding and Social Branding | |
| **Bibliography** | Pawar, Avinash. (2016). [The Power of Personal Branding](https://www.researchgate.net/publication/339956223_The_Power_of_Personal_Branding).  Shyle, Irma. (2015). [The importance and the process of personal branding in nowadays](https://www.researchgate.net/publication/281435382_The_importance_and_the_process_of_personal_branding_in_nowadays). UNIVERSI Journal. | |
| **Provided by** | IAL FVG | |