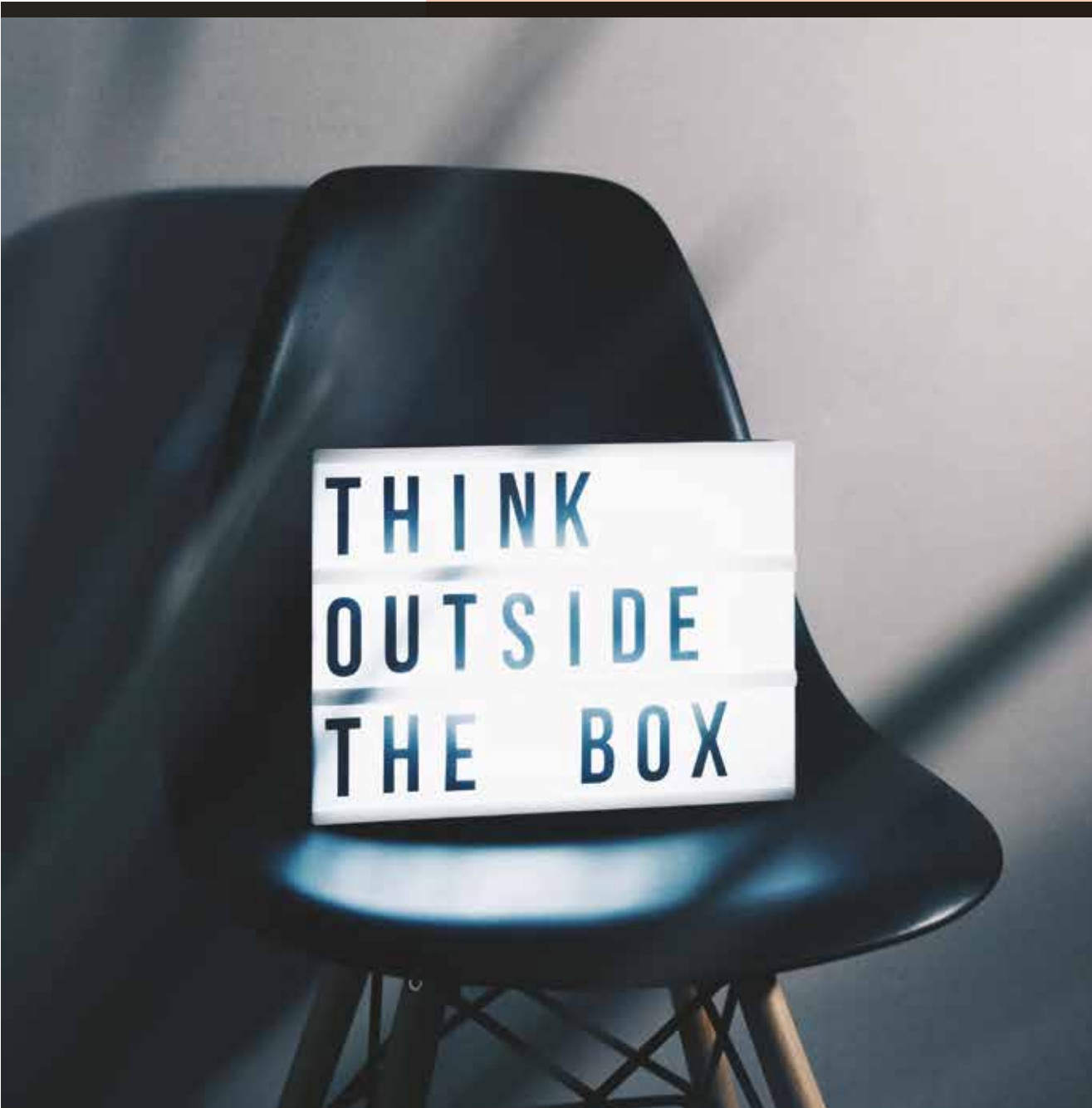


# FASHION BRANDING.

How to build healthy brands and their  
Future plans

A black Eames-style chair is shown from a low angle, with a white sign resting on its seat. The sign has the text 'THINK OUTSIDE THE BOX' written in blue, bold, sans-serif capital letters. The background is a plain, light-colored wall.

THINK  
OUTSIDE  
THE BOX

# DESCRIPTION.

Flip Flop College has been at the forefront of innovation in the footwear fashion sector over the last few years. Now aware of the dizzying evolution that is taking place in this sector, we wanted to transfer OUR EXPERIENCE to the professionals involved in these innovation processes.



6 WEEKS



100%  
ATTENDANCE



# COURSE OBJECTIVES

Generate effective communication and branding strategies to have a decisive impact on the achievement of an organization's objectives. Develop marketing policies that require a structured communication through the brand, being this the main strategic axis.

# TARGET AUDIENCE

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# OF THE COURSE

Professionals who work in Communication, Advertising or Marketing departments of companies in any sector, and wish to acquire strategic knowledge in brand management. To those people related to the fashion world (designers, startups, commercial and/or marketing directors and CEO's of companies in the fashion sector (footwear, accessories, textile, home, fashion product startups)).



# UNITS



- 01.** **The History of Trademarks**
  - A journey through the history of brands
  - Sustainability in brands
  - CSR
- 02.** **The Strategy**
  - Analysis of the other three "P" kotler.
  - Definition of your brand's objectives and goals.
  - DNA of your brand.
- 03.** **The Brand:**
  - The different brand identities
  - The visual identity: The logo and its compositions, color, typography.
  - The verbal identity: The naming, the slogan, the tone of communication.

# UNITS

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## 04. Naming and legal protection of branding

## 05. Corporate image:

- Concept.
- Coordination and Development.
- Management and supervision. "Manual of graphic standards".

## 06. Communications plan

- Media plan
- Off line
- On line
- Advertising campaign
- Art direction
- Photo/video shoot
- Pieces (brochures, flyers, etc.)



# UNITS

## 07. SOCIAL MEDIA

- Inbound Marketing
- Social Media Management and Profiles
- Youtube
- Pinterest
- LinkedIn
- Instagram
- Facebook
- TikTok
- Original content creation

## 08. Packaging

- Nippon Philosophy
- Packaging
- Packaging
- Labeling
- What else?

## 09. Offline point of sale

- Universe p.v
- Showcase
- Linear
- Counter

## 10. Fairs:

- Stands
- Press

## 11. Influence and press management

- Show Room
- Press Dossiers
- Influencers
- Product placement

## 12. El producto como foco

### 12.1 PRODUCT Vs BRAND and the 3rd and most important VARIABLE, THE CONSUMER

- How to create a product that does not exist with Marketing 4.0 and 5.0.
- 3D as a pre-market test.
- Digital avatars.
- Crowfunding.
- Pre orders.

### 12.2. How to create a brand from the product

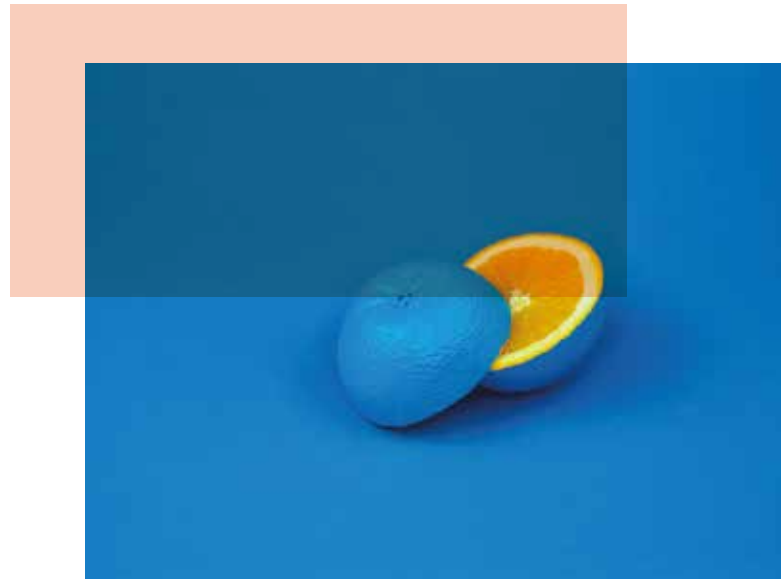
- The importance of storytelling and omni-channel marketing
- Case studies

### 12.3. How to create a branded product

- The influbrands

### 12.4. Communication and product trends Post-Covid

### 12.5. Case study.



# UNITS

## 13. Online point of sale

### Class 1: E-Commerce Activation

- Which Ecommerce platform should I choose?
- Ecommerce as a means not as an end
- How do I set up my E-commerce quickly and effectively?
- Web architecture: template or custom design.
- My brand in the web environment
- Creation of the necessary web content
- Catalog configuration: copys, images...
- Marketing connections needed to capture traffic
- Transactional mails that captivate
- How to create a product card for success?
- Pricing and discounts
- Legal things I have to take into account
- What payment methods do I use?
- Functionalities
- Integral analytics system
- Unboxing time how to make a packaging for success.
- How to complement my strategy
- E-commerce with Marketplaces

### Class 2: Marketing strategy

- Digital marketing trends: success stories in digital marketing actions.
- Keys to organize my calendar of campaigns and content: tools and method to not die trying.
- Market moments & moments that trigger the business.
- How to define my communication arguments, what do I tell my client so he doesn't get bored?
- Selection of my marketing mix.
- Integration of all my marketing channels in 360°.
- How to use Instagram to sell more.
- Influence! It works!
- Mailing strategy, yes or yes.
- Sweepstakes, pick up cruising speed
- Alliances with like-minded companies
- Other marketing actions.





## PROGRAMS DIRECTOR

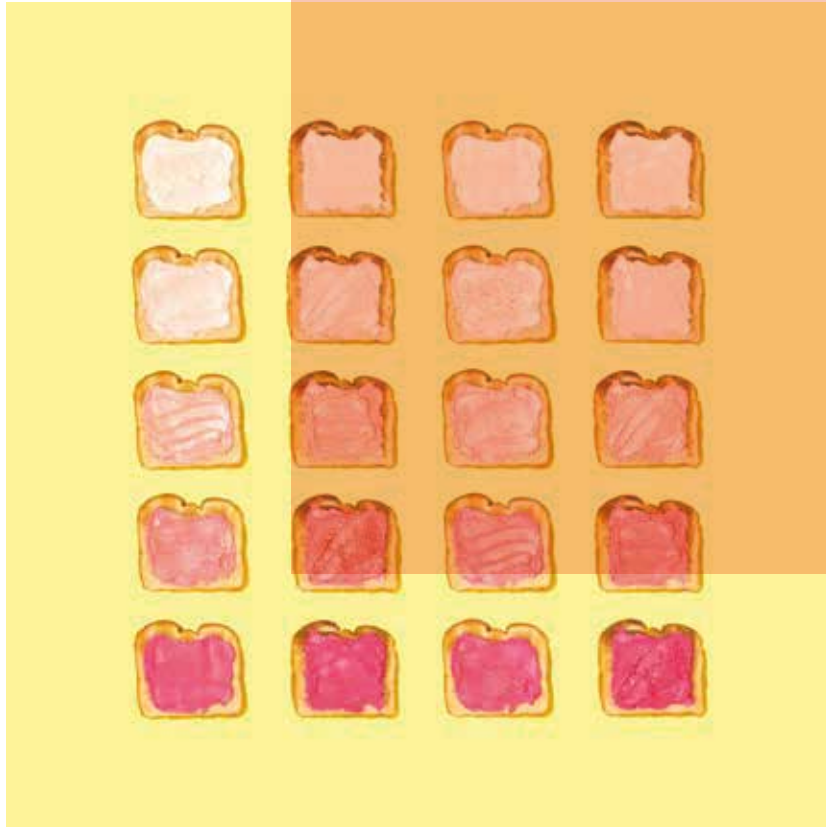
The program BRANDING, HOW TO BUILD HEALTHY BRANDS AND THEIR FUTURE PLANS, will enable entrepreneurs and business managers to manage their brands in the most efficient, attractive and well-directed way possible, providing real tools that can be put into practice from day one.

Ana León Program Director Flip Flop College

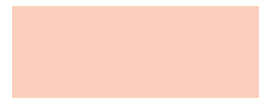
Ana León



# METHODOLOGY



All training programs taught by Museo del Calzado are carried out by professionals active in their disciplines and with proven experience in the professional and teaching fields. Classes are 100% practical. It is intended that the student acquires the skills and abilities necessary to perform specific work in the area studied in this course, with the time and means required for its implementation in the industry



# CERTIFICATE

All participants who successfully complete the program will receive a certificate endorsed by the institutions, FLIP FLOP COLLEGE together with the collaborating Institutions in this Program.

# HOW TO REGISTER

- 01.** Complete the registration form on the registration page: <https://flipflopcollege.com/brandingmoda/>
- 02.** Your place will be reserved as soon as we receive confirmation.
- 03.** We will send you the access data to the virtual campus so that you can begin to familiarize yourself with it. The content of the program will be available on the day of the start of the call.



# BRANDING.

## More information

For more information, please contact us.



+34 601 362 819



info@flipflopcollege.com



<https://flipflopcollege.com>

### Strategic Alliance

For the launch and delivery of this program Flip Flop College has partnered with El Museo del Calzado.