

ABOUT US

Welcome to Pertecnica, your gateway to skill elevation! We specialize in providing targeted training for employees, equipping them with the tools to excel in their roles. Our expert-led programs ensure a seamless blend of theory and practical application, fostering continuous growth. At Pertecnica, we don't just train; we empower professionals for success in today's fast-paced work landscape.



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SPECIALIZED TRAINING PROGRAMS

- for Branding

Pertecnica Engineering stands as a trailblazer in India's employee training landscape, excelling in specialized branding and brand building training. Our dedicated services in this domain are meticulously crafted to empower professionals with the art and science of building and nurturing impactful brands. Through immersive workshops, strategic case studies, and hands-on modules, we delve into brand identity, positioning, storytelling, and audience engagement strategies.

Employee Trainings for Branding

- Understanding Branding Fundamentals: Introduction to the concepts and importance of branding.
- Brand Strategy Development: Creating strategies aligned with business goals and market positioning.
- Defining Brand Identity: Establishing the core elements of a brand's identity (values, vision, mission).
- Market Research for Branding: Techniques to conduct market research for brand development.
- Competitive Analysis in Branding: Analyzing competitors' branding strategies and positioning.
- Target Audience Identification: Understanding and defining the target audience for effective branding.
- Crafting Compelling Brand Stories: Developing narratives that resonate with the audience.



- **Logo and Visual Identity Design:** Principles and practices for creating a memorable visual brand identity.
- **Brand Voice and Messaging:** Establishing consistent brand messaging and tone across platforms.
- **Brand Experience and Customer Journey Mapping:** Enhancing customer experience through branding.
- **Omni-channel Branding Strategies:** Integrating branding across various platforms and channels.
- **Brand Building through Content Marketing:** Leveraging content for brand building and storytelling.
- **Digital Branding and Online Presence:** Strategies for building a strong digital brand presence.



- **Social Media Branding Techniques:** Utilizing social media platforms for brand building.
- **Brand Reputation Management:** Strategies for maintaining and enhancing brand reputation.
- **Brand Guidelines and Governance:** Establishing guidelines for maintaining brand consistency.
- **Brand Collaboration and Partnerships:** Leveraging collaborations for brand growth.
- **Brand Equity Measurement Metrics:** Assessing and measuring brand equity and value.
- **Brand Innovation and Adaptability:** Strategies to innovate while maintaining brand consistency.

- **Brand Crisis Management:** Techniques for handling brand crises and reputation damage.
- **Brand Loyalty Programs and Retention:** Building customer loyalty through branding initiatives.
- **Personal Branding for Employees:** Training employees to be brand ambassadors.
- **Global Branding Strategies:** Tailoring branding for different markets and cultures.
- **Ethical Branding Practices:** Adhering to ethical standards in branding and marketing.
- **Sustainability and Branding:** Integrating sustainability into brand strategies.



- **Brand Differentiation Strategies:** Standing out in a crowded market through differentiation.
- **Employer Branding Techniques:** Building a strong employer brand to attract talent.
- **Metrics for Brand Performance Analysis:** Analyzing key metrics to evaluate brand performance.
- **Brand Evolution and Adaptation:** Strategies for evolving brands over time while staying true to core values.
- **Brand Leadership and Management:** Developing leadership skills for effective brand management.



Why Choose Pertecnica Engineering?

- **Expertise & Relevant Experience:** We have in-depth expertise in the specific subject matter and relevant industry experience. This ensures that the training is not only theoretically sound but also practically applicable to real-world scenarios in the company's specific field.
- **Customization and Relevance of Content:** Our tailored programs that align with the company's objectives, culture, and the specific skill gaps of the employees are highly valued.
- **Measurable Outcomes and ROI:** Our training will lead to tangible improvements in employee performance and productivity, thereby offering a strong return on investment (ROI).
- **Flexibility & Innovative Delivery Methods:** Flexibility in terms of scheduling, format (in-person, online, hybrid), and adaptability to different learning styles. We offer innovative and engaging training methods that keep employees motivated and facilitate effective learning.

