

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Marketing Management

Title	Formulate digital marketing strategy
Code	107914L7
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating the digital marketing strategy of the organisation. Digital marketing seeks to provide a cost-effective medium to communicate the message of the brand across to a wider audience. For this, it is necessary to formulate a digital marketing strategy that is in sync with the overall marketing strategy of the company
Level	7
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating digital marketing strategy</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating business strategies • Possess extensive and in-depth knowledge of various digital marketing technologies • Possess in depth knowledge analysis methodologies and tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats), PESTLE (Political, Economic, Social, Technological, Legal and Environmental), etc. • Possess good knowledge of the organisation's business and overall marketing strategies • Possess extensive policy formulation skills <p>2. Formulate digital marketing strategy:</p> <ul style="list-style-type: none"> • Critically evaluate the business and corporate overall marketing objectives, such as building brand awareness, increasing sales and/or customer referrals, reducing churn rate, etc. • Appraise current and past digital marketing strategies to determine strengths, weaknesses and its Unique Selling Proposition (USP) • Appraise the organisational environment and identify key factors that will affect the new digital marketing strategy. For example: <ul style="list-style-type: none"> ○ Economic and budget ○ Use of digital channels to increase market share, aligned with business goals, improved customer communications, enhanced experience and service to retain customers and encourage repeat purchase ○ Targeted audiences, with matching compelling online value proposition to help positioning and differentiation of brands ○ Reach out to larger audience using desktop and mobile devices to get visibility and awareness ○ Implementation skills (for internal or/and outsourced) • Formulate digital marketing tactics with original and creative methodology and policies for successful implementation of the digital strategy, such as: <ul style="list-style-type: none"> ○ Single channel techniques: Example: <ul style="list-style-type: none"> ▪ Banner ad, SEO (Search Engine Optimisation), SEM (Search Engine Marketing) ▪ Social media ○ Multi-channel (direct marketing + inbound marketing) ○ Ecommerce ○ Mobile platform (apps, mobile commerce, social media marketing, etc.) ○ Innovative techniques/technology (from special team) : Example <ul style="list-style-type: none"> ▪ Growth hacking

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	<ul style="list-style-type: none"> • Define KPIs (Key Performance Indicators) and establish controls, with analytic tools, that can monitor all the deployed digital marketing activities ensuring it fulfills the organisation's marketing and business objectives • Document the strategies and ensure it is disseminated to all stakeholders, including the implementation teams • Regularly review strategies to ensure the organisation's marketing and business objectives still being met <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be updated with current digital marketing ethics ensuring digital marketing strategies are linked with business ethics with social responsibilities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate the original and creative digital marketing strategies to fulfill the organisation's business and marketing objectives • Define appropriate KPIs and establish sufficient controls that can monitor progress of digital marketing activities • Disseminate the strategies to implementation teams and ensure the strategies can be implemented successfully
Remark	