

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

Functional Area - Marketing Management

Title	Formulate inbound marketing strategy
Code	108026L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating the inbound business strategy of the organisation. Technology has disrupted the way we conduct business and traditional marketing and sales methods may not produce the results they once did. Today's customers are researching online before ever speaking with a salesperson. Inbound Marketing is the natural response to this customer-driven shift. Inbound marketing is about building relationship with customers. Is it fitted for used in the organisation? This UoC concentrates on competences for formulating inbound marketing strategy at business level.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating inbound marketing strategy</p> <ul style="list-style-type: none"> <li>• Possess good project management skills and capable of formulating business strategies</li> <li>• Possess extensive and in-depth knowledge of various digital marketing technologies</li> <li>• Possess in-depth knowledge of inbound marketing methodology (Attract, Convert, Close, and Delight)</li> <li>• Possess good knowledge of the organisation overall marketing strategy</li> </ul> <p>2. Formulate inbound marketing strategy</p> <ul style="list-style-type: none"> <li>• Evaluate and determine whether the organisation fits in with inbound marketing business profile <ul style="list-style-type: none"> <li>○ The product or service have a value high enough and a sales cycle long enough to properly utilise Inbound at each stage of the buyer's Journey</li> </ul> </li> <li>• Identify business and marketing goals of the organisation, ideally growth related, for example: <ul style="list-style-type: none"> <li>○ Increase Number of Leads</li> <li>○ Increase Quality of Leads</li> <li>○ Increase Sales</li> <li>○ Increase Brand Awareness</li> </ul> </li> <li>• Research to determine what percentage of the prospect customers are active online. Build customer's profiles to know what they care about, how they make decisions, where they are and how to speak to them as a company</li> <li>• Pinpoint the best inbound channel to reach prospects that are beneficial to the organisation, such as: <ul style="list-style-type: none"> <li>○ Social media</li> <li>○ Mobile</li> <li>○ Blogging</li> <li>○ Content marketing</li> </ul> </li> <li>• Perform competitive and gap analysis. Comparing the web presence (website, social, mobile) to competitors should know what they are doing, how aggressive the organisation's marketing needs to be</li> <li>• Formulate policies to optimise the website. Give the visitors a personal feel when they visit online the landing pages. Show them the organisation products/services are exactly what they need. Offer visitors something of value such as a detailed guide or white paper that would require them to submit contact information to download it</li> </ul>

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	<ul style="list-style-type: none"> <li>• Define policies to maintain a high Search Engine Optimisation (SEO) position by applying targeted SEO strategy within an inbound programme (not necessary via luxury spending program). This is done by creating original, useful content to target customers' interests, problems and questions to boost organic traffic</li> <li>• Define tool requirements to maximise the inbound marketing: <ul style="list-style-type: none"> <li>○ Leads scoring tools which inform sales team how far along a potential customer is in the sales process and how ready they are for manual contact</li> <li>○ Tracking tools to track progress on campaign; identifying what marketing activities and channels are producing business value. i.e. Customer Relationship Management (CRM)</li> </ul> </li> <li>• Document the inbound strategy and present to responsible key stakeholders to buy-in</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Be updated with prevailing inbound marketing technologies and critically evaluate and utilize new inbound tools</li> <li>• Critically review and consolidate organization's interests before formulating the inbound marketing strategy</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Formulate an inbound strategy that can lead to buy-in from all key stakeholders by demonstrating that it can fulfill the organisation's business objectives</li> <li>• Create a strategy that can build relationship with prospect customers that can generate growth for the organisation</li> </ul>
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