

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

Functional Area - Marketing Management

Title	Formulate digital marketing strategy for Mainland China
Code	108027L6
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with defining Mainland China marketing strategies. Digital marketing in Mainland China is a challenge for Hong Kong organisations operating in the Mainland. It has its very own digital landscape. Almost every online service from the Western world is either unavailable or displaced by a domestic alternative. Most Hong Kong organisations feel that there are many variables and continuous changing of Mainland laws, thus preferring to work with Mainland agencies. This UoC concerns the competence for formulating digital marketing strategies for the Mainland China with minimal operations resided in the Mainland.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating digital marketing strategy for Mainland China</p> <ul style="list-style-type: none"> • Possess good project management and analytic skills • Possess good interpersonal and communication skills that can communicate with stakeholders of various levels and able to manage Mainland marketing service agencies/providers • Possess extensive and in-depth knowledge of various local and Mainland China 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 digital marketing and overall market objectives and goals • Possess in-depth knowledge of Mainland China marketing and business practices as well as its laws related to online commerce and online marketing • Possess good knowledge and application of digital marketing measurement tools that can measure Mainland digital marketing platforms <p>2. Formulate digital marketing strategy for Mainland China</p> <ul style="list-style-type: none"> • Follow the organisation's business strategies, including: <ul style="list-style-type: none"> ○ Short and medium business and operating strategies for the Mainland ○ Overall marketing and/or digital marketing budgets ○ Partnership and franchising • Identify which of the organisation's products will be marketed on the Mainland China and various goals and Key Performance Indicators (KPIs) • Perform in-depth market research of potential competitors and understand customers' culture trends • Pinpoint the internal team's knowledge level on Mainland China's digital marketing to formulate implementation strategy: <ul style="list-style-type: none"> ○ Commission Mainland China marketing agency to provide different levels of assistance ○ Perform all marketing activities and campaigns by local internal team ○ Delegate all marketing to Mainland China partners or franchisees • Pinpoint target customers and which most effective digital media technology to use and limitations of digital marketing in Mainland China • Formulate Mainland China marketing communications strategy, including:

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	<ul style="list-style-type: none"> ○ What communication message to convey ○ Tailoring the message to Mainland China's aesthetic and taste ○ Translating marketing materials to simplified Chinese and/or Putonghua ○ Developing/converting website content targeting Mainland customers ○ Defining how digital messages can be distributed to and/or access by Mainland customers ○ Establishing social media presence <ul style="list-style-type: none"> ▪ Determine which social media platform best to reach the customers ▪ What and how to post contents to influence target customers ● Define timelines and schedules for digital marketing campaign activities ● Define digital marketing monitoring and tracking requirements and how experiences can be used to improve strategy ● Formulate policy and service requirements with Mainland China marketing agency and ensure procedures are in place for the agency to perform marketing activities as seamless as possible like a part of internal team ● Document the strategy and seek approval from senior management and/or board <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Be updated with Mainland Digital marketing culture and digital laws ● Always take into consideration all related technological, political, social and legal factors of Mainland China when planning digital marketing in Mainland China
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Specify the profile of Mainland China marketing agency required and able to define the type of services needed to be commissioned from the service provider ● Define the communication strategy that is aligned with the organisation's business strategy and goals for Mainland China ● Present the marketing strategy and provide sufficient details to gain support from the management/board for implementation of the strategy
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