

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

Functional Area - Marketing Management

Title	Formulate mobile marketing strategy
Code	108030L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating mobile marketing strategy for the organisation. Mobile devices have brought about a cultural shift in how people use their free time. This cultural shift with customers potentially being available 24/7 has prompted a corresponding shift on how corporate performs marketing. More than ever a good strategy is required to compete for consumers' attention in the mobile arena. This UoC concentrates on competences of formulating mobile marketing strategy at business level
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating mobile marketing strategy</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating functional strategies • Possess extensive and in-depth knowledge of mobile marketing technologies and channels • Possess good knowledge and application of analytic tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats), PESTLE (Political, Economic, Social, Technological, Legal and Environmental), etc. • Possess good knowledge of the organisation overall business and marketing strategies • Possess in-depth knowledge of Mobile Engagement Loop: Download, Onboard, Conversion, Retention and Re-engagement, <p>2. Formulate mobile marketing strategy:</p> <ul style="list-style-type: none"> • Familiarise with the organisation primary marketing objectives and understand various considerations of mobility, such as: <ul style="list-style-type: none"> ○ Speed of mobile marketing innovations ○ App is not a must ○ User experience is everything ○ Mobility is not a bolt on • Evaluate different mobile solutions that are suited for marketing use. Solutions include but not limited to the following: <ul style="list-style-type: none"> ○ Mobile marketing – QR code, MMS, email, mobile DB, loyalty programs ○ Mobile service – service alert, customer service Apps ○ Mobile experience – Customer Apps, mCommerce, Mobile Web ○ Mobile Advertising – Adwords, display ads LBS, SMS ads ○ Mobile sales – Mobile payment, pricing discount, CRM integration, One-on-One sales Apps ○ New innovative mobile technology – mobile watch, NFC, RFID • Evaluate marketing in relation to market opportunities, business values, mobile suitability, competitive edge and readiness • Formulate scenarios with business drivers against mobile solutions and prioritise key scenarios in order. For example: <ul style="list-style-type: none"> ○ Business benefits ○ Organisational and technical readiness ○ Easiness of implementation ○ Innovation

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	<ul style="list-style-type: none"> • Formulate directional plan for mobile marketing implementation with monitoring and data collection guidelines • Document the mobile strategy and convey directional plan to implementation team and other stakeholders and seek buy-in <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop mobile strategies comply with industry best practices as well as laws and regulations of Hong Kong • Respect privacy of customers and ensure all marketing activities complied with privacy laws
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate the mobile strategies that can be implemented to meet the organisation's business and marketing objectives • Formulate different mobile marketing scenarios with suitable mobile solutions that matches different business objectives • Formulate directional plan for implementation that can lead to buy-in by all stakeholders
Remark	