

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

Functional Area - Marketing Management

Title	Implement digital marketing plan
Code	108036L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in implementing the organisation's digital marketing plan. The benefits of digital marketing are high when it's done correctly. With so many options and variety of channels together with fast changing of dynamics in digital media industry, performing digital marketing is not a simple task. This UoC concerns competence on implementation of digital marketing plan, which is about knowing the plan, carrying out and ensuring all the planned actions are successfully completed and fulfill the business objectives.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing digital marketing plan</p> <ul style="list-style-type: none"> • Possess good project management and team management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess in-depth skills in implementing digital marketing • Possess good knowledge of SMART (Specific, Measurable, Attainable, Relevant, and Timely) principle • Possess in-depth knowledge of digital marketing models such as 5Ss model (Sell, Speak, Serve, Save, Sizzle) <p>2. Implement digital marketing plan</p> <ul style="list-style-type: none"> • Grasp the organisation's digital market strategy and overall marketing plan and gather various information prior launch of digital marketing plan. Information including but not limited to the following: <ul style="list-style-type: none"> ○ Has the target audience been selected ○ Customer persona's in place ○ The website is setup for the purpose ○ What budget are allocating for digital marketing ○ Objectives and goals needed to achieve ○ Marketing tactic • Prepare digital marketing contents, including but not limited to the following: <ul style="list-style-type: none"> ○ Select best marketing channels to reach target audience ○ Develop contents that differentiate from competitors and encourage interaction with audience ○ Develop website landing page ○ Create marketing calendar • Define roadmap for implementation with tasks including but not limited to the following: <ul style="list-style-type: none"> ○ Develop activities schedules ○ Prepare implementation team, ensure every member is aware of responsibilities ○ Select and implement tools, such as social marketing tools • Execute and monitor digital marketing campaigns <ul style="list-style-type: none"> ○ Setup tools to monitor marketing activities, lead generations, Customer Relationship Management (CRM) collection results, etc. ○ Setup tools to generate reports for refinement of digital marketing activities and reports for sales and other stakeholders

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	<ul style="list-style-type: none"> • Produce reports to stakeholders with reference to digital marketing goals to facilitate decision making and sales generation • Refine or provide assistance to refine digital marketing strategy/plan/campaign with consideration to the following: <ul style="list-style-type: none"> ○ New trending customer segments ○ New markets ○ New digital marketing techniques ○ New digital marketing tools for better customer interaction <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply industry best practices for implementing digital marketing and ensure it complements traditional marketing to achieve the best outcome for the organisation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Develop a road map for implementation that meets the business and marketing goals and objectives • Identify and setup needed tools that can monitor digital marketing progress and produce the reporting required which can be used by stakeholders to enhance business functions • Continuously adjust and refine digital marketing processes to align with changing factors of customer patterns, markets, digital marketing technology and techniques • Complete the implementation within the planned schedule and budget
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