

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

Functional Area - Marketing Management

Title	Implement mobile marketing
Code	108039L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in implementing mobile marketing for the organisation. Mobile marketing landscape is complex, lively and dynamic, having a solid strategy and implementation plan is critical to the success of implementation. This UoC concentrates on competence related to planning and implementing mobile marketing campaigns that is part of the organisation's overall marketing.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for Implementing mobile marketing</p> <ul style="list-style-type: none"> • Possess good project management and team management skills • Possess in-depth knowledge mobile marketing channels • Possess good knowledge of “push” and “pull” mobile marketing techniques and why “pull” is most effective for mobile marketing • Possess in-depth knowledge of the mobile customer lifecycle and Mobile Engagement Loop: Download, Onboard/Acquire, Conversion/Engage, Retention/Retain, Re-Engagement/Re-activate and Analyse & Report <p>2. Implement mobile marketing:</p> <ul style="list-style-type: none"> • Comprehend what your marketing wants, including: marketing objectives, Key Performance Indicators (KPIs) and targets which set for the mobile marketing campaign • Comprehend what the customer needs through building customer profile by employing different acquisition tools including but not limited to the following: email, web site, social media, paid ads, etc. • Determine how to engage the customer by knowing what can be offered as “value” to customer which can be categorised below : <ul style="list-style-type: none"> ○ Location base information. e.g. how to find certain stores (Map) ○ Timely information. e.g. price alert ○ Make life easier. e.g. rack workout rate, calorie consumption ○ Financial Incentive. e.g. coupons, discounts ○ Entertainment. e.g. treasure hunt or other games ○ Connection. e.g. messaging to interact with other customers • Align target mark wants (customer needs) with desired outcomes (marketing objectives). For example : acquisition of new customers done by mobile coupon driving customers to web promotion web site which involves: search, advertising, pay-per-click or through location-based marketing • Choose the right mobile marketing tool for this campaign that can gives value to customer and accomplish the marketing objectives. Tools included but not limited to the following : <ul style="list-style-type: none"> ○ Text messaging ○ Mobile search ○ Mobile web site ○ Social network ○ Mobile advertising ○ Proximity marketing (using Bluetooth or NFC technology) • Design and develop the campaign contents and the communication message for various mobile devices (smartphone, watch, etc.)

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	<ul style="list-style-type: none"> • Launch mobile marketing campaign. <ul style="list-style-type: none"> ○ May require to breakdown into phases (design, test, pre-launch, launch, post-launch, etc.), ○ List of tasks assigned to people and their responsibilities ○ Budget for each phase or activity • Document the plan and distribute to all stakeholders (managers, team member, etc.) • Setup monitoring tools to track mobile campaign and customer responses • Schedule training and briefing sessions to ensure all team members are familiarised with the plan • During implementation, regularly review the plan against information collected from monitoring tools to ensure all activities are progressing as scheduled and whether the campaign needs refinement <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"> • Collect and construct customer profiles that can determine the customers' needs and what the campaign can attract the customer • Select the correct mobile tool that can deliver the required results of the marketing campaign • Design, develop and test the communication message fit for the mobile marketing campaign and can engage customers • Develop the implementation plan that is concise, precise and implementable with all members of the implementation team aware of their roles and deliverable
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