

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

Functional Area - Marketing Management

Title	Plan measurements on the effectiveness of digital marketing
Code	108042L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in planning implementation of digital marketing. In any digital marketing campaigns, irrespective of whether it is social media, Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), or others, it's essential to determine how effective they are and/or to facilitate decision making. For example, re-targeting or switching strategies mid-way through. This UoC concerns the competencies on planning measurement of digital marketing effectiveness at implementation which is the first step of the implementation process.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for planning measurements of the effectiveness of digital marketing</p> <ul style="list-style-type: none"> • Possess good project management and planning skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess in-depth market research techniques • Possess the skills of taking objectives and raw data and turn it into valuable metrics and understand what metrics to look at in each stage of a marketing funnel • Possess good knowledge of implementing digital marketing campaigns <p>2. Plan measurements of the effectiveness of digital marketing:</p> <ul style="list-style-type: none"> • Familiarised with the organisation's marketing and business objectives. For example: <ul style="list-style-type: none"> ○ Build closer relationship with customers ○ Build brand awareness ○ Sell products • Map those objectives to goals which should be implementable, measurable and understandable. For example, the objective "build closer relationship with customers" with following goals: <ul style="list-style-type: none"> ○ Collect information about user via opt-in form ○ Successfully reach audiences ○ Increase customer leads • Map goals to marketing and campaign metrics (KPI) with targets. For example: <ul style="list-style-type: none"> ○ KPI: Cost per lead, target= <\$5 ○ KPI: Visitor's loyalty, Target = >60% after visiting site • Identify best tools to measure marketing efforts. Such as: <ul style="list-style-type: none"> ○ Google analytics, KISSmetrics ○ Sproutsocial, Hootsuite or Buffer ○ Buzz Stream, Inky Bee • Design and specify reporting procedure format as well as regularity for presentation of measured results, which should conform to the organisation's documentation standards or guidelines • Document the plan and seek stakeholder's buy-in <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be fully conversed and updated with digital marketing measurement techniques and tools

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	<ul style="list-style-type: none">• Be able to collect and measure the true status of digital marketing activities which can be used for decision making
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Fully grasp all the organisation's objectives for the marketing campaign• Transform objectives to measurable KPIs that can be used to measure the effectiveness of the digital marketing campaign• Solicit the correct digital marketing measurement tools that can measure the effectiveness of digital marketing campaigns• Produce measurement plans for implementation of digital marketing which can persuade stakeholders to buy-in
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