

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

Functional Area - Marketing Management

Title	Monitor effectiveness of inbound marketing activities
Code	108043L3
Description	This unit of competency applies to all digital marketing practitioners who are involved in planning implementation of inbound marketing. Inbound marketing has three key aspects : getting found online, converting visitors & leads, and analysing and improving. This UoC concerns the competence for measuring results of inbound marketing campaigns.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for monitoring effectiveness of inbound marketing activities</p> <ul style="list-style-type: none"> <li>• Possess good project management and planning skills</li> <li>• Possess in-depth inbound marketing research techniques</li> <li>• 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</li> <li>• Possess good analytic skills</li> <li>• Possess good knowledge of implementing inbound marketing campaigns</li> </ul> <p>2. Monitor effectiveness of inbound marketing activities</p> <ul style="list-style-type: none"> <li>• Familiarise with the inbound marketing implementation plan, its goals and Key Performance Indicators (KPIs) for the inbound marketing campaign as well as the plan of the implementation. Examples of goals to be measured: <ul style="list-style-type: none"> <li>○ How many repeating visitors does the organisation have? Target increase 15%</li> <li>○ Which are the most (and least) popular product pages?</li> <li>○ How much of the site traffic is to the blog (and what are the sources)?</li> <li>○ What is the blog's visitor-to-lead conversion rate?</li> <li>○ What is the conversion rate from social media?</li> </ul> </li> <li>• Plan where measurement will take place, at implementation stages of the inbound marketing campaign</li> <li>• Determine and setup tools to use to perform the measurement of activities. Example of tools: <ul style="list-style-type: none"> <li>○ Google analytics, Piwik KISSmetrics</li> <li>○ Sproutsocial, RJ Metrics' CloudBI, Hootsuite or Cyfe</li> <li>○ Buzz Stream, Inky Bee</li> </ul> </li> <li>• Acquire campaign data, analyse and compare with historic data. Collect, organise and input of historic data may be required and converted to a format that can be used for analysis</li> <li>• Create regular reports for the management team, conformed to the organisation standards. The report may include but not limited to the following information: <ul style="list-style-type: none"> <li>○ Prime goals performance</li> <li>○ KPIs by funnel section</li> <li>○ Key findings and analysis</li> <li>○ Campaign snapshots</li> <li>○ Priority actions for the coming month</li> </ul> </li> <li>• Review and adjust campaigns/activities based on performance</li> </ul> <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none"><li>• Be fully conversed and updated with inbound marketing measurements techniques and tools</li><li>• Be able to collect and measure the true status of digital marketing activities which can be used for decision making</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Understand all goals of the inbound marketing campaign and identify what KPIs are needed to be measured</li><li>• Select the right tools to measure the inbound marketing activities</li><li>• Produce reports with required information and recommendation for decision making purposes</li></ul>
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