

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.5 Marketing Strategy Formulation and Product Promotion)

Title	Develop and implement digital marketing transformation strategy and roadmap to deliver the marketing vision
Code	109442L6
Range	Development and implementation of digital marketing transformation roadmap that meets the strategic vision of the business. The objectives are to promote digital corporate marketing programmes in accordance with the commercialization strategies of the bank to meet the changing business needs, yet adhere to the bank's strategies and standards.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Comprehend the development trend of digital marketing in the banking industry to leverage new innovations and technology to promote businesses of the bank and create new value for clients and business partners; • Understand the impacts of new technology to enhance the financial relationships with clients and based on that to develop and implement digital marketing strategies. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop mechanism in collecting information regarding trend and format of digital marketing in financial services industries; • Track effectiveness of digital marketing plans implemented by industry practitioners and analyse causes and different influencing factors; • Analyse the hit rates, tagging, flow of traffic, user interaction and user experience of different social media and multi-channel media; • Monitor digital business results and develop the training design at the sales force level to help ensure that digital sales and service goals are met; • Formulate and implement media plans and multi-channel media campaigns (e.g. when, where, how and targeted pilot client groups which is most effective); • Provide findings of analysis to relevant parties for the development of digital marketing transformation roadmap and strategies. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop overall commercialization marketing strategies for the bank including a digital marketing transformation roadmap which follows the overall business goals of the bank; • Evaluate digital media partner offerings and proposals to determine alignment with digital marketing goals and objectives; provide rationale for marketing plan options, media channel usage, and plan recommendations.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Conducting thorough analysis on the trend and effectiveness of digital marketing across multiple-media and provide recommendations by producing analytical reports to provide insights, implications, and optimizations; • Production of digital marketing transformation strategies and multi-media plans.

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