

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

Functional Area - Marketing Management

Title	Formulate content marketing tactics
Code	108025L6
Description	This unit of competency applies to all practitioners who are involved with developing contents marketing tactics in the organisation. Content marketing builds brand awareness, loyalty and trust between organisation and their customers or potential customers. Competitions are fierce. Types of contents and development methods are many, with digital media technology newer and greater options are appearing every day. A viable content marketing tactic is to have content that can be innovative and unique as well as taking advantage of new technologies to captivate customers.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating content marketing tactics</p> <ul style="list-style-type: none"> • Possess in-depth project management skills • Possess in-depth knowledge of digital marketing and content marketing • Possess good marketing and competitive analysis skills • Possess good communication and interpersonal skills that can communicate with all levels of content production team, either internal or external • Possess good knowledge of digital marketing content production life cycle • Possess in-depth knowledge of digital marketing techniques • Possess in-depth knowledge of the organisation's content development policies and guidelines <p>2. Formulate content marketing tactics</p> <ul style="list-style-type: none"> • Follow the organisation's digital marketing strategy • Listen and engage in relevant social discussion about the company, competitors and industry to analyse competitors' content marketing approaches. For example: <ul style="list-style-type: none"> ○ What is their social media presence like which platforms do they use; how often do they interact with customers, and how do they speak with their customers? ○ How innovative are the posted contents ○ How well they use new technology • Identify tools that can help the content development team develop innovative and unique content, such as: <ul style="list-style-type: none"> ○ Competitive intelligence tools ○ Market research tools ○ Design tools that can allow the team to create current trend contents, such as: infographics, interactive contents ○ Tools that allow content creation without the need of IT or developers • Formulate and define the types of contents that are needed to achieve the marketing goals and can explore greater opportunities available to the content marketing team. For Example: <ul style="list-style-type: none"> ○ Blog Posts <ul style="list-style-type: none"> ▪ How-to - Posts that teach readers how to do something ▪ Thought Leadership - Posts that may explain fundamental shifts in an industry, or ask the reader to rethink conventional wisdom, ○ Visual Contents <ul style="list-style-type: none"> ▪ Infographics - These can be embedded in blog posts, and shared on social media to tell a visual story

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	<ul style="list-style-type: none"> ▪ SlideShares ▪ Video - YouTube or a blog post embed, short videos for the sake of entertainment or education ○ Personalisation contents <ul style="list-style-type: none"> ▪ Dynamic substituted content – based on visitor’s profile ○ Interactive contents <ul style="list-style-type: none"> ▪ Games ▪ Quiz ▪ Marketing apps • Formulate policy on recruitment of content creation team. A mixture of internal and external as appropriate. External members give flexibility of having most updated knowledge and skills on new content marketing techniques • Lead team to perform marketing campaigns using most suitable channels (Search Engine Optimisation (SEO), social media, email, Pay-Per-Click (ppc), etc.) • Monitor and review the effectiveness of the marketing tactics and make adjustment when required <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply most innovative content marketing techniques and technology to achieve the organisation’s marketing goals
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Build a complete profile and analyse competitors’ content marketing approaches • Build a development team that is innovative and able to apply new content marketing technologies and techniques to create innovative and unique contents • Develop a tactic that can create contents that have the extra elements which can captivate customers and achieve the organisation’s marketing goals
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