

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

Functional Area - Marketing Management

Title	Manage digital marketing tactics
Code	108028L5
Description	This unit of competency applies to all digital marketing practitioners who manage the implementation of the organisation's digital marketing. Compared with traditional marketing, implementing digital marketing will often need new skills, new staff, new technologies, new processes for marketing and new challenges including: fast changing pace of digital media, large choices of digital marketing channels and technologies, controlling cost against ROI, managing right resources. Resources include internal staff, agency, tools and software, etc.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for managing digital marketing tactics</p> <ul style="list-style-type: none"> <li>• Possess good project management and people management skills</li> <li>• Possess good knowledge of analytic skills and application of different analytic tools</li> <li>• Possess extensive and in-depth knowledge of planning and managing digital marketing tactics</li> <li>• Possess good knowledge of various digital marketing tools, channels, techniques and technologies, including: social media marketing, content marketing, visual marketing, viral marketing, mobile marketing, etc.</li> </ul> <p>2. Manage digital marketing tactics:</p> <ul style="list-style-type: none"> <li>• Evaluate and comprehend the vision and objectives for the organisation's digital marketing strategy</li> <li>• Comprehend the purpose of the marketing exercise such as banding, increase market share, gain greater sales of a product, etc.</li> <li>• Understand the pros and cons of the range of digital tools and approach for delivering the results and identify suitable digital marketing channels to achieve the objectives, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Interactive web site</li> <li>○ SEO (Search Engine Optimisation)</li> <li>○ PPC (Pay Per Click)</li> <li>○ Social media</li> <li>○ Mobile</li> <li>○ Email</li> </ul> </li> <li>• Evaluate the impact on the team (skills, knowledge, content creation, etc.) and compare insourced vs outsourced for better results</li> <li>• Develop implementation plan for digital marketing activities, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Identify budgets and ensuring activities</li> <li>○ Create schedules of activities with checkpoints</li> <li>○ Set Key Performance Indicators (KPIs) and tools to monitor activities</li> <li>○ Coordinate content development</li> <li>○ Assemble the team with right skills</li> <li>○ Coordinate external resources</li> <li>○ Integrate traditional and digital communications</li> </ul> </li> <li>• Ensure the implementation plan is well received by all stakeholders</li> <li>• Regularly review the implementation plan and adjust to match changing factors, such as: technologies, new marketing channels, objectives, etc.</li> </ul>

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Be updated with current digital marketing technologies</li><li>• Apply industry best practices to manage digital marketing activities to align with the organisation's overall marketing goals</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Comprehend the organisation's business and overall marketing objectives</li><li>• Select the correct digital marketing channel to support the marketing activities</li><li>• Produce a complete and comprehensive plan, with tracking functions, for implementation of marketing activities</li><li>• Successfully implement digital marketing activities in accordance with the organisation's standards</li></ul>
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