

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

Functional Area - Marketing Management

Title	Implement inbound marketing strategy
Code	108032L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in using inbound marketing for the company. Inbound marketing consists of attracting prospects and efficiently converting those prospects to leads, and then to customers. Understanding prospects, creating attractions and conversion is the essence of inbound marketing. This UoC concentrates on implementation competences of inbound marketing, following the organisation's inbound marketing strategy.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing inbound marketing strategy</p> <ul style="list-style-type: none"> • Possess good project management and team management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess in-depth skills in implementing inbound marketing • Possess good knowledge of SMART (Specific, Measurable, Attainable, Relevant, and Timely) principle • Possess in-depth knowledge of inbound marketing methodology (Attract, Convert, Close, and Delight) <p>2. Implement inbound marketing strategy</p> <ul style="list-style-type: none"> • Familiarise with the organisation's inbound marketing strategy and the marketing objectives • Identify goals of inbound marketing that are measurable. For example: Increase organic search traffic by 10% each quarter for the next 12 months, Increase online leads by 15% • Define persona of prospects and customers. It needs to be aligned with the overall marketing and inbound strategy • Develop a plan to Attract prospects, Convert those prospects into leads, and Close those leads into customers: <ul style="list-style-type: none"> ○ Attract: <ul style="list-style-type: none"> ▪ Evaluate different channels where most of the prospects likely to be attracted, such as: Blogging, SEO, Search Engine Marketing, Social Media, etc. ▪ Identify what offers that can be used to attract prospects ○ Convert <ul style="list-style-type: none"> ▪ Review and optimise website, including: website speed, user experience, optimise for Search Engine Optimisation (SEO), mobile, etc. ▪ Design the contents that will be used in the conversion path <ul style="list-style-type: none"> ▪ Call-To-Action: A button or text that promotes your offer to prospects ▪ Landing page: Further describes the offer which should be personalised to the prospects ▪ Form: A landing page that capture visitor information before producing the promised content ▪ Thank You Page: After the form is submitted, visitors are brought to this page to gain access to their content

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	<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ Confirmation email: An email sent to the email address provided by the visitor when they downloaded the content ○ Close <ul style="list-style-type: none"> ▪ Establish a lead scoring process to segment leads into various buckets based on persona and stage in the buying process ▪ Identify targeted groups that are closer to a purchase decision and forward to sales team for action • Identify and commission tools that can assist the implementation plan to launch the inbound marketing campaign on identified channels/platforms. Tracking and monitoring tools needed to be setup to provide analytics that can tell what channels provide the most traction, lead quality, content performance, website performance, social sharing statistics, email open rates, etc. • Produce regular reports to various stakeholders with required information to support and facilitate business activities <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • 'keeping ahead of the game' and be aware of the constantly shifting state of inbound marketing, technologies and techniques • Respect privacy of customers and ensure all inbound marketing activities complied with privacy laws
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Grasp the inbound marketing strategy and produced an implementation pan that can deliver the objectives • Define a comprehensive persona of prospects/customers that is targeted enough for use in the Attract and Conversion process • Design and create contents that can build relationship with the prospects/customers and convert to leads • Select and commission tools that can deliver the required information for analytic use
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