

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

Functional Area - Marketing Management

Title	Implement digital marketing in Mainland China for digital media products
Code	108037L4
Description	This unit of competency applies to all Digital Marketing Practitioners who are involved in using social media for company branding. Internet is the main source of information in Mainland China. Naturally this would be the most effective platform to reach the largest customers in the shortest time. Most Hong Kong DMT organisations, currently, prefer to perform digital marketing remotely from Hong Kong when not outsourcing their digital marketing in Mainland China. This UoC concerns competences for implementing digital marketing in Mainland China.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing digital marketing in Mainland China for digital products</p> <ul style="list-style-type: none"> • Possess good project management, team and vendor management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess extensive and in-depth knowledge of various local and Mainland China digital marketing technologies • Possess in-depth knowledge of Mainland China's marketing and laws related to online commerce and online marketing • Possess good knowledge of the organisation's marketing strategy for Mainland Chain and its business goals <p>2. Implement digital marketing in Mainland China for digital products</p> <ul style="list-style-type: none"> • Follow the organisation's Mainland marketing strategy and determine any set goals and KPIs (Key Performance Indicators) for digital marketing campaigns as well as budget allocation • Work with appropriate internal business units to determine most suitable digital media product to be marketed in Mainland China and comprehend various product characteristics that is most favourable to highlight the digital media product in the marketing campaigns. For example: <ul style="list-style-type: none"> ○ Interactive/multi-player for game ○ Realistic CG (Computer Graphics) ○ Virtual Reality (VR) and AR (Augmented Reality) with Artificial Intelligence • Identify target audience or potential customer profiles for the concerned digital media products and/or brands. For example: <ul style="list-style-type: none"> ○ May be initially target at tier-one Chinese cities (Beijing, Shanghai, Guangzhou, etc.) due to more appreciative of IT products, or more affluent, etc. ○ Age, gender, income ○ Their personal interests (e.g. How they spend their time on weekends?) • Identify traffic sources that are suitable for the concerned digital media products/ brands and use the source to drive traffic to the organisation's web portal, such as: <ul style="list-style-type: none"> ○ Search engines: for example, Baidu, Google, 360/So.com, Sogou, Soso, Youdao. Search engines can be split into 2 main categories: paid search and organic search ○ Social Media: for example, Weibo, Weixin (WeChat), Youku, etc. ○ Partner/Agent's sites: Sites that are selling the organisation's products ○ Chinese web directories: for example, Hao123. ○ Mobile search and mobile apps: mobile users growing fast everyday

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	<ul style="list-style-type: none"> • Enhance the web portal for Mainland China customers, including: <ul style="list-style-type: none"> ○ Considerations for the web portal, for example: <ul style="list-style-type: none"> ▪ Hosting considerations (speed of access, laws, support and maintenance, etc.) ▪ Payment gateway ○ Have contents that can captivate the audience and provide all the details of the products ○ Once a customer decides to buy he/she is taken through a purchase process. It should be an assuring and simple journey ○ Built-in customer relationship management (CRM) program in the portal so that the sales team can regularly communicate with customers • Schedule and perform marketing campaigns with monitoring tools setup to monitor the effectiveness of online marketing campaigns • Review the effectiveness of the campaigns against marketing KPIs and revise and improve future marketing plans where appropriate <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be aware of the constantly shifting state of the Mainland Internet laws and ensure all digital marketing activities are complied with the laws • Ensure the organisation image and brands are well protected
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Identify all characteristics of the digital media products that can be used in the marketing campaign • Ensure the preparation of the web portal is well set up that can sell the organisation products • Ensure the digital marketing campaign completed and fulfills the target KPIs and within budget
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