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

Functional Area - Marketing Management

Title	Plan direct digital marketing
Code	108041L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in planning implementation of digital marketing. Direct Digital Marketing (DDM) is an method where relevant marketing communications are delivered to individuals through the e-mail, Web, and mobile channels. Many companies consider this the most cost effective and best method to market their product. This UoC concentrates on competencies on planning DDM campaign.
Level	4
Credit	3
Competency	Performance Requirements 1. Knowledge for planning direct digital marketing - Possess good project management and planning skills - Possess good communication and interpersonal skills that can work and communicate with people of all levels - Possess in-depth knowledge of DDM techniques - Possess good knowledge of planning digital marketing communication tools - Possess good knowledge of implementing digital marketing campaigns - Possess good knowledge of privacy and The Unsolicited Electronic Messages Ordinance (UEMO) 2. Plan direct digital marketing: - Familiarise with the objectives of the marketing campaign and any KPI (Key Performance Indicator) that has been set for the campaign. If no KPI has been defined, then work with marketing colleagues to define KPIs which will be used to monitor the performance of the campaign - Gather other details regarding the marketing campaign, such as but not limited to the following : - The marketing product/brand - Target audience - Budget - Determine which of the DDM best are for the marketing campaign, such as: - Web - email - Mobile - Review the organisation's databases to determine whether it has the needed list of target audience's contact information (i.e. email address, mobile phone number, etc.) or it needed to be acquired from 3rd party database (purchase or rent) - Identify which tools to use and how to deliver DDM communication message to target audiences that can deliver the "AIDA" effect (See Section 8). When selecting tools some areas may need to consider including but not limited to the following: - Matching the budget of the campaign - User registration/opt-in/op-out control - Can tailor promotional materials to individuals or group of users to match their need - Can collect user feedbacks and user profiles - Determine the resource requirements for the implementation of the DDM communication - Define marketing campaign schedule on marketing calendar, ensuring the user is not over saturated with receiving the DDM materials

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	• Identify suitable monitoring and data collection tools that can measure the effectiveness of the marketing campaign and collect statistics for further sales/marketing usage • Document the plan with implementation schedule that can complement the marketing schedule and present to appropriate stakeholders for comment and approval 3. Exhibit professionalism • Be fully conversed and updated with digital marketing trends • Fully complied with the Hong Kong privacy laws and The Unsolicited Electronic Messages Ordinance (UEMO)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Fully grasp all the objectives for the DDM marketing campaign and create a DDM campaign plan that is approved by stakeholder • Able to identify a database with target audience details for DDM campaign use • Identify suitable tool for use in the implementation of the DDM campaign that can monitor the effectiveness of the campaign and collect additional user data that can be used in product sales
Remark	AIDA principle – Attention, Interested, Desire, Action