

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

Functional Area - Marketing Management

Title	Conduct marketing research with social media
Code	108045L4
Description	This unit of competency applies to all digital marketing practitioners who are involved in using social media for marketing. Market research was previously only affordable by large organisations. But in the age of social media, millions of unsolicited opinions available every single minute of the day and now large and small organisations can afford to perform social research to understand how people are using, discussing, and recommending both products and categories. This UoC is about competence in conducting marketing research with social media as a component of the organisation's overall marketing activities
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for conducting marketing research with social media</p> <ul style="list-style-type: none"> • Possess good project management and team management skills • Possess good knowledge implementing marketing with social media • Possess good knowledge of different social media marketing research methodologies • Possess in-depth social media data analysis skills • Possess good knowledge of the organisation's marketing and social media strategies <p>2. Conduct marketing research with social media:</p> <ul style="list-style-type: none"> • Develop research objectives based on the goals and objectives of marketing campaign. For example: competitive analysis; product extensions; product strengths and weaknesses; new uses of products; and reactions to advertising and promotions • Identify key search terms or phrases. For successful analysis of social media data this may be an iterative step with broader searches being followed by searches using combinations of terms or newly discovered synonyms or phrases. For example: product's brand name, competitors' brand names and the product class or activities related to brand name • Identify social media data sources/channels for collection of data. For example: <ul style="list-style-type: none"> ○ social network sites (e.g. Facebook) ○ video-sharing sites (e.g. YouTube, Tumblr) ○ photo-sharing sites (e.g. Flickr) ○ product and service review sites (e.g., Yelp) ○ blogs (e.g. Blogger), and microblogs (e.g. Twitter) • Organise captured data so that it can be used for analysis. Organisation of the data should be flexible that allows for diverse forms of media (text, video, photos, artwork, literature, etc.). Tools may be used to help. Such as: SocialMention, Google Alerts, Nvivo, etc.) • Analyse the data. The analysis needs taking into account various factors, including but not limited to the following: <ul style="list-style-type: none"> ○ Multi-language ○ Multiple forms (text, photo, etc.) ○ Explosive large quantity and unmanaged data - must place limits, by topics or time periods ○ Marketing goals • Compile the research report with concrete examples and illustrations of quotes from social media platforms, as well as any limitations found during the research, such as:

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	<p>online consumers are not necessarily demographically representative, population selection, etc.</p> <ul style="list-style-type: none"> • Document the analysis result and present the report <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Evaluate the constantly shifting state of social media practices, technologies and techniques • Keep abreast with laws and best practices to respect social media users' privacy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Identify and develop the goals for the social media research project • Identify key search terms or phrases for successful analysis of social media data • Produce a comprehensive analysis report that fulfills the objectives of the research
Remark	