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

Functional Area - Marketing Management

Title	Source analytic tools for digital marketing
Code	108046L3
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners involved with implementation of digital marketing projects. Digital marketing is a very dynamic and challenging process which needs analytic tools to help collect and interpret data with speed and accuracy that is useful for business use. This UoC concerns competence on sourcing analytic tools for digital marketing campaigns
Level	3
Credit	3

Competency	Performance Requirements
	1. Knowledge for sourcing analytic tools for digital marketing
	
	• Possess good project management skills
	• Possess good knowledge of digital marketing and digital marketing analytic tools and techniques, including predictive analysis tools
	• Possess in depth knowledge of functions and features of analytic tools
	• Possess basic knowledge of the organisation procurement procedures
	• Possess good knowledge of designing customer experience models and campaigns around big data
	
	2. Source analytic tools for digital marketing:
	
	• Be clear about the project backgrounds
	    ○ Project goals and analytics are needed
	    ○ Identify what marketing channels data are being collected (website, mobile, social media, etc.)
	    ○ Identify what method of collecting data. For example: cookies for collecting passive user information and online survey for collecting online active users willing to fill in survey forms
	    ○ Determine the budget available
	    ○ Identify who will be using the tools. For non-specialist, visual reports are essential
	• Create an analytics requirement feature list. Elements include but not limited to the following:
	    ○ Ease of use features
	    ○ Ease of integration with other internal systems, such as internal Customer Relationship Management (CRM) system
	    ○ Able to track individual customer behaviour rather than just analysing the masses
	    ○ Has A/B test function for comparison of results
	    ○ Support analysis for the campaign's marketing channels
	    ○ Provide prediction analysis
	    ○ Robust and flexible enough to grow and accommodate the future needs
	    ○ Customisation abilities
	    ○ Automation requirements
	    ○ Supports provided
	    ○ Within budget
	• Perform research (online, recommendation, etc.) to identify a number of tools that has close match to the requirement feature list, ideally producing scored card/value for each tool

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	• Select top 5 tools (or follow the organisation's procurement guideline) for pricing gathering (including free tools) • Document the tools result with recommendation in accordance with the organisation's guidelines. Present and seek authorisation for purchase of tools. If no suitable bespoke tools can be found, it may be required to source for agencies to provide analytic services/tools to perform data interpretation 3. Exhibit professionalism • Committed to identify most suitable analytic tools for capturing and interpreting the data that benefits the organisation's business functions • Adhere to the organisation procurement procedures and be unbiased in making sourcing recommendation
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Fully grasp the background details and have all the necessary information for sourcing correct tools that can perform the analytic functions effectively • Produce a comprehensive requirement feature list that can be used in the selection of analytic tools • Select and recommend analytics tools in accordance with the organisation's guidelines
Remark	6.2 indicates the normal steps for organisations with strict rules and governance. However, a more radical approach may be desirable in a fast changing dynamic digital marketing environment where quick information is the key to success of business. For example, a budget is given to the project team and the team is allowed to select and commission the tool. The selection procedure can be documented later in the campaign report.