

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

Functional Area - Marketing Management

Title	Implement direct digital marketing
Code	108047L3
Description	This unit of competency applies to all digital marketing practitioners who are involved in implementation of direct digital marketing. Direct Digital Marketing (DDM) is based on a proven marketing principle, using email address, phone number and other direct means. DDM delivers targeted communications to individual consumers through email, web, and mobile. This UoC concentrates on competence of implementing DDM campaign after the production of a marketing plan.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing and monitoring direct digital marketing</p> <ul style="list-style-type: none"> • Possess good project management and planning skills • Possess in-depth knowledge of implementing DDM techniques • Possess good knowledge and application of DDM tools • Possess good knowledge of privacy and The Unsolicited Electronic Messages Ordinance (UEMO) <p>2. Implement direct digital marketing</p> <ul style="list-style-type: none"> • Familiarise with the implementation plan, objectives of the marketing campaign and be unambiguously clear on all the KPI (Key Performance Indicator) set for the campaign • Prepare and confirm marketing campaign details with stakeholders including but not limited to the following : <ul style="list-style-type: none"> ○ Budget ○ Schedule (also from the organisation marketing calendar) ○ Target audience ○ Theme of promotion or communication message ○ Which DDM channels to use (email, web or mobile) • Prepare the target segment address list, which may require consolidating various business databases. Should campaign database is required to be purchased or rented from external source, follow the organisation's procurement procedures to commission the needed databases • Setup teams and allocate resources to perform various DDM preparation tasks of chosen DDM channels. Tasks may include, but not limited to the following: <ul style="list-style-type: none"> ○ The campaign landing page in the web site ○ Design email or Short Message Service (SMS) message ○ Keywords for Search Engine Optimisation (SEO) ○ Mobile website optimisation (responsive website) ○ Pay Per Click service • Set tools and commission services for use in the DDM campaign. For example: <ul style="list-style-type: none"> ○ Google analytics – analytic tool ○ Optimzely – Land page tool ○ Mailchimp – Customer interaction email and automation tool ○ Google Adword – SEO optimisation tool ○ Marketo, ExactTarget – Market automation tools ○ email tracking tools • Construct the promotion message/content. For example: <ul style="list-style-type: none"> ○ Web landing page, insert SEO keyword into meta tags of web site

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	<ul style="list-style-type: none"> ○ Banner ad ○ SMS ○ email ○ Develop cookies ● Test the communication message to determine its effectiveness before using in the marketing campaign. Message may include following elements: <ul style="list-style-type: none"> ○ Personalised ○ Have corporate image (i.e. logo, colour, etc.) ○ Appeal to consumers' emotions ○ Make it Track-able (email tracking, cookies, etc.) ● Run the campaign, collect responses and result of the campaign. Perform follow up actions, such as channel orders to sales, etc. ● Manage team members and suppliers to meet agreed production schedule and budget ● Monitor direct digital marketing activities and record/capture users responses ● Generate campaign performance reports from statistics and information collected from various monitoring and analytic tools ● Review the campaign results against marketing objectives and KPI with stakeholders <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● 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	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Implement the DDM campaign in accordance with the implementation plan ● Organise, prepare and run the DDM campaign that meets the schedule of the plan and without exceeding the allocated budget ● Collect campaign statistics, analyse results and produce reports that follow the organisation's standards which can clearly be evaluated to KPI results
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