Functional Area - Marketing Management

Title	Design and create effective digital marketing contents
Code	108049L4
Description	This unit of competency applies to practitioners who are involved in creating contents for digital marketing. The success of content marketing strategy depends on how well the contents are created and posted to reach the customer/audience. There can be a wide contents variety (blog posting, video, audio, infographics, etc.) to be created for digital marketing, and whether they are the most effective type to use depends on the marketing channel/network used and the desired method to communicate with the audience. This UoC concerns competence for creating digital marketing contents, with simple design, from instructions or requirements of supervisor
Level	4
Credit	3

Competency	Performance Requirements
	1. Knowledge for designing and creating effective digital marketing contents
	
	• Possess good literacy skills to comprehend requirements and manuals of content editing tools
	• Possess good communication and interpersonal skills that can communicate with people of all levels
	• Possess good knowledge and operation of various content editing tools
	• Possess basic knowledge of digital marketing
	• Possess good knowledge of the organisation's content development policies and guidelines
	
	2. Design and create effective digital marketing contents
	
	• Preparation for content creation.
	    o Understand some basic factors related to the campaign, such as:
	        ▪ Desirable effects
	        ▪ Target audiences profiles
	        ▪ Marketing channels/network
	    o Content requirements
	        ▪ The marketing message or story the content need to convey
	        ▪ The content required type (text, infographic, animation, video, etc.)
	        ▪ Any required format, theme, colour scheme need to follow, etc.
	        ▪ Timeframe
	• Gather ideas for design of content which may require tapping into various sources, including but not limited to the following:
	    o Brainstorm with the team members
	    o Library of contents (purchased or company owned) and past marketing campaigns
	    o Competitors' campaigns
	• Define the format of the design (text, infographic, video, animation, etc.)
	• Create a content wireframe that lists all important points that needed to cover and also their flow. This ensures nothing is missed that is absolutely crucial for making an impression on target audiences
	• Create the contents:
	    o Create attention-grabbing titles which must be click-worthy and searchable
	    o Decide to curate or create the contents

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	○ Use appropriate tools to create the required contents. For example: video editor for video, animation editor for cartoon or animation, photo editor for picture or images, etc. - Test and refine the content by seeking feedbacks from team members or other stakeholders with following example lines of questions: ○ The content is readable ○ The user flow is spot on ○ They understood the points that the designer is trying to make ○ The content had added-value ○ They will share this content with their friends and followers ○ There is something about the content they do not like - Package the content with documentation in the required format for use in the next stage of digital marketing campaign and provide assistance with publishing in digital marketing campaign, when required 3. Exhibit professionalism - Keep abreast with trend of content marketing techniques and new tools for creation of digital media contents effectively and efficiently - Contribute new and innovative ideas for contents creation but always comply with organisation's guidelines
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Collect and understand all the requirements for the design and creation of the contents - Design and create the digital content that fulfills the marketing campaign requirements - Package the contents that are in correct format for publishing in digital marketing campaigns, with supporting documentation that are complied with the organisation guidelines/standards
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