

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

Functional Area - Marketing Management

Title	Formulate digital marketing strategy
Code	111109L7
Range	This UoC involves formulating a digital marketing strategy that is in sync with the overall marketing strategy of the organisation
Level	7
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating digital marketing strategy</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating business strategies • Possess extensive and in-depth knowledge of various digital marketing technologies • Possess in depth knowledge analysis methodologies and tools such as SWOT (Strengths, Weaknesses, Opportunities and Threats), PESTLE (Political, Economic, Social, Technological, Legal and Environmental), etc. • Possess good knowledge of the organisation's business and overall marketing strategies <p>2. Formulate digital marketing strategy</p> <ul style="list-style-type: none"> • Critically evaluate the business and corporate overall marketing objectives, such as building brand awareness, increasing sales and/or customer referrals, reducing churn rate, etc. • Appraise current and past digital marketing strategies to determine strengths, weaknesses and its Unique Selling Proposition (USP) • Appraise the organisational environment and identify key factors that will affect the new digital marketing strategy. For example: <ul style="list-style-type: none"> ○ Economic and budget ○ Use of digital channels to increase market share, aligned with business goals, improved customer communications, enhanced experience and service to retain customers and encourage repeat purchase ○ Targeted audiences, with matching compelling online value proposition to help positioning and differentiation of brands ○ Reach out to larger audience using desktop and mobile devices to get visibility and awareness ○ Implementation skills (for internal or/and outsourced) • Formulate digital marketing tactics with original and creative methodology and policies for successful implementation of the digital strategy, such as: <ul style="list-style-type: none"> ○ Single channel techniques: Example: <ul style="list-style-type: none"> ▪ Banner ad, SEO (Search Engine Optimisation), SEM (Search Engine Marketing) ▪ Social media ○ Multi-channel (direct marketing + inbound marketing) ○ Ecommerce ○ Mobile platform (apps, mobile commerce, social media marketing, etc.) ○ Innovative techniques/technology (from special team): Example <ul style="list-style-type: none"> ▪ Growth hacking • Define KPIs (Key Performance Indicators) and establish controls, with analytic tools, that can monitor all the deployed digital marketing activities ensuring it fulfills the organisation's marketing and business objectives

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	<ul style="list-style-type: none"> • Document the strategies and ensure it is disseminated to all stakeholders, including the implementation teams • Regularly review strategies to ensure the organisation's marketing and business objectives still being met <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Be updated with current digital marketing ethics ensuring digital marketing strategies are linked with business ethics with social responsibilities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • formulate the original and creative digital marketing strategies to fulfill the organisation's business and marketing objectives • define appropriate KPIs and establish sufficient controls that can monitor progress of digital marketing activities • disseminate the strategies to implementation teams and ensure the strategies can be implemented successfully
Remark	