

**Specification of Competency Standards**  
**for the Import and Export Industry**  
**Unit of Competency**

Functional Area - Digital Marketing

Title	Execute digital marketing plans
Code	110961L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for implementing digital marketing plans.
Level	4
Credit	5
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of marketing and digital media applications</p> <ul style="list-style-type: none"> <li>• Identify customer relationships and choose appropriate management solutions</li> <li>• Examine relevant regulations and industry standards related to digital marketing</li> <li>• Examine digital marketing-related activities and goals to assist in formulating marketing plans</li> <li>• Review key performance indicators (KPIs) of marketing plans to select solutions suitable for the enterprise</li> </ul> <p>2. Implement digital marketing plans</p> <ul style="list-style-type: none"> <li>• Identify existing and potential online customers</li> <li>• Design digital marketing activities</li> <li>• Establish sales goals, marketing budgets, and promotional tools based on the scale of the enterprise operations</li> <li>• Conduct online customer tracking research</li> <li>• Monitor the status of marketing activities, and record/collect customer feedback</li> <li>• Review the effectiveness of marketing plans by comparing with key performance indicators</li> <li>• Write up reports for digital marketing plans</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Adjust marketing plans in a timely manner according to market changes</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of executing digital marketing plans</li> <li>• Capable of reviewing the effectiveness of marketing plans and adjust them in a timely manner</li> </ul>
Remark	This UoC is adopted from the Import and Export Industry UoC 105254L4