

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

Functional Area - Digital Marketing

Title	Execute digital marketing strategies
Code	110963L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for implementing digital marketing strategies and achieving digital marketing objectives.
Level	4
Credit	7
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of digital marketing</p> <ul style="list-style-type: none"> • Examine the enterprise's development of digital marketing strategies • Identify various e-commerce business models and basic concepts • Examine digital marketing tools to select solutions suitable for the enterprise <p>2.2.1 Implement digital marketing strategies</p> <ul style="list-style-type: none"> • Develop marketing activities and timelines according to the enterprise's digital marketing objectives • Examine the performance of internal and outsourced merchants in executing activities based on the content of marketing activities • Select appropriate digital marketing channels to achieve the goals of the marketing strategy • Review ongoing digital marketing activities and adjust them according to market changes • Use tools to monitor the effectiveness of activities based on key performance indicators of marketing. <p>2.2.2 Review digital marketing strategies</p> <ul style="list-style-type: none"> • Collect sales data and market information and analyse marketing performance • Develop adjustment plans for digital marketing strategies. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Analyse the development of digital marketing technology • Examine changes in the digital marketing market and adjust marketing strategies in a timely manner.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of executing digital marketing strategies to achieve marketing objectives • Capable of applying digital marketing tools • Capable of analysing the development of digital marketing technology and adjust digital marketing strategies in a timely manner
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