

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

Functional Area - Digital Marketing

Title	Formulate real-time marketing strategies
Code	110969L5
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for digital marketing and need to develop real-time marketing strategies based on current market demand to provide products or services to customers.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess the concept of real-time marketing</p> <ul style="list-style-type: none"> • Integrate the latest real-time marketing knowledge of the target market to assist in decision-making • Analyse the demand of target customers as the basis for building customer relationship management • Analyse the characteristics of real-time marketing to develop sales strategies • Cultivate customer brand loyalty • Analyse the diversification and personalisation of target customer demand <p>2. Develop real-time marketing strategies</p> <ul style="list-style-type: none"> • Analyse the changes in demand of target customers and adjust real-time marketing strategies • Analyse consumer information in the industry and provide customers with real-time products and services • Review customer relationship management strategies regularly and adjust sales goals and activities according to customer needs • Monitor the consumption patterns of target customers and set real-time marketing goals • Select appropriate digital marketing tools according to the characteristics of the brand or product • Evaluate the cost and effectiveness of real-time marketing <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop real-time marketing strategies in compliance with relevant regulations • Adjust real-time marketing strategies appropriately in response to market changes
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing the changing demands of target customers, and formulating real-time marketing strategies that comply with relevant regulations • Capable of analysing real-time marketing data and using appropriate contingency strategies to improve marketing effectiveness
Remark	This UoC is adopted from the Retail Industry UoC 107174L5