

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

Functional Area - Digital Marketing

Title	Formulate digital marketing strategies
Code	110972L6
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for developing digital marketing strategies that align with the overall business strategy to support business development needs of the enterprise.
Level	6
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of digital marketing</p> <ul style="list-style-type: none"> • Integrate the latest digital marketing knowledge of the target market to develop enterprise e-commerce strategies • Examine the structure and operation of digital marketing to select appropriate solutions • Examine the methods and tools for analysing e-commerce market strategies to develop marketing strategies • Examine tax regulations for cross-border digital marketing <p>2. Develop digital marketing strategies</p> <ul style="list-style-type: none"> • Establish digital marketing strategy goals, such as building brand awareness or reducing customer churn rate • Research different digital marketing strategies • Integrate enterprise resources that can be mobilised in digital marketing • Evaluate and analyse the enterprise's marketing environment to identify the operating conditions of digital marketing • Analyse different digital marketing channels comprehensively to reach different target customers • Integrate digital marketing tools • Establish a budget for digital marketing strategies • Examine relevant laws, taxes, and operating models related to digital marketing strategies • Review performance regularly to adjust digital marketing strategies <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop digital marketing strategies to comply with relevant laws, taxes, and regulatory requirements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of formulating digital marketing strategies that comply with relevant regulations • Capable of reviewing the effectiveness of digital marketing strategies and making adjustments in a timely manner
Remark	----