

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Conduct electronic marketing
Code	105507L4
Range	This unit of competency is applicable to those who are responsible for conducting electronic marketing. It involves preparation of electronic advertisements, development of marketing website, and broadcasting electronic advertisements to achieve marketing plans or advertising campaigns.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge in electronic marketing</p> <ul style="list-style-type: none"> • Understand corporate marketing strategy • Comprehend details of marketing plan • Comprehend electronic marketing approaches for different markets • Be alert to regulatory and ethical requirements on electronic marketing <p>2(a). Plan for electronic marketing</p> <ul style="list-style-type: none"> • Identify objectives of electronic marketing • Ensure website design is consistent with marketing strategy • Ensure website design conveys intended image • Ensure website contains data recording, appropriate contacts and feedback channels • Develop electronic advertisement based on advertising requirements • Identify channels for electronic advertisements • Negotiate size, placement, frequency and charges for each channel • Confirm advertisement purchase with legal contracts/purchase order <p>2(b). Conduct electronic marketing</p> <ul style="list-style-type: none"> • Broadcast electronic advertisements as planned • Monitor transmission successful rate • Set up indicators to measure marketing effectiveness, e.g. email open rate, click rate • Collect data to measure marketing effectiveness <p>3. Conduct electronic marketing effectively to achieve intended marketing objectives</p> <ul style="list-style-type: none"> • Formulate elements of electronic marketing to convey intended messages and image • Broadcast electronic advertisements in various channels in accordance with marketing plan/advertising campaign • Evaluate and review the effectiveness of electronic marketing based on indicators.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to identify objectives and channels for electronic marketing • Able to verify advertisement against marketing strategy • Able to monitor effectiveness of electronic marketing • Able to evaluate the effectiveness of electronic marketing based on data collected.
Remark	This unit of competency is also applicable to general insurers and life insurers.