

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 電子出版

Title	Understand the analytics of digital marketing
Code	106329L5
Range	In digital marketing, the effectiveness of using a landing webpage for enhancing overall marketing impact can be quantified through analytics. Analytics mainly analyze three aspects of effectiveness, including brand building, marketing effectiveness and sales generation. Analytics data can be compared with the targets in marketing strategy. There is a need to understand the pros and cons of using different off-the-shelf analytics tools or professional services for monitoring and analyzing the analytics.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand that the landing webpage of digital marketing can achieve three aspects of effectiveness:</p> <ul style="list-style-type: none"> • The three aspects are brand building, marketing effectiveness and sales generation. • Understand that for the aspect of brand building, the focus is on collecting the number of fans, and market share of webpage among competitors. • Understand that for the aspect of marketing effectiveness, the main focus is on collecting the objectives of users for browsing the webpage, and if the webpage can fulfill the objectives, and the index is about reducing bounce rate. • Understand that in the aspect of sales generation, the focus is on collecting indices such as cost per click, conversion factor, and average sales per transaction, etc. <p>2. Understand how to choose among off-the-shelf analytic tools and professional services for monitoring and analyzing marketing analytics.</p> <p>3. Based on the above competencies, be able to use appropriate marketing analytics for improving the effectiveness of marketing strategies.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to get important analytics data quantifiable from web traffic information. • Be able to understand the outcomes of analytics in helping brand building, marketing effectiveness, and sales generation.
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