

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

Functional Area - 電子出版

Title	Establish e-book marketing plan
Code	106330L5
Range	Based on the author, contents and target reader groups, establish the marketing plan for an e-book, including the pricing strategy, sales channel and launch schedule, etc. The promotion of an e-book is in many ways closely linked to the author, and is best done from the beginning when the author decided to publish an e-book. A special feature of e-book promotion is the need of author initiation. The promotion should allow potential reader groups to preview part of the contents and seek relevant “Key Opinion Leaders” to provide post reading reviews and sharing.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the special selling point of an e-book in the market, the track record of author and the consumption behaviour of reader groups.</p> <p>2. Establish the major components of the marketing plan of e-book, including market positioning, pricing strategy, sales channel and promotion.</p> <ul style="list-style-type: none"> • Engage the writer in marketing promotion, including start the promotion as early as possible, share part of the contents to the potential readers to capture their attention and find influential person writing the e-book review. <p>3. Based on the above competencies, establish complete marketing plan for e-book.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to understand the 4 “P”s of e-book marketing. • Be able to establish marketing plan for a specific e-book.
Remark	