

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

Functional Area - 電子出版

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| Title | Formulate promotion strategies for digital market |
| Code | 106347L6 |
| Range | As a part of the digital market, the promotion strategies of e-publishing have to be more relevant to digital market. Through analysis of the opportunities and threats in digital market, appropriate promotional strategies are established. An e-publishing company needs to understand its own reader groups, such as their online behaviours, most talked and shared topics, consumption attitude, like/dislike principle, and group interaction/dynamic, etc. An understanding of reader groups is the foundation for formulating promotion strategies for digital market. |
| Level | 6 |
| Credit | 6 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand methods of promotion in digital market</p> <ul style="list-style-type: none"> • Understand and learn from the promotion methods of other successful new products and services in the digital market, and select among them the most appropriate promotion methods for e-publishing. • Understand how to locate target reader groups interested in individual categories of e-publishing products and services on the internet. Understand the reader groups, such as their online behaviours, topics they talked and shared most, consumption attitude, criteria for like/dislike and group interaction, etc, and estimate their acceptance level towards different kinds of digital market promotion methods. <p>2. Formulate promotion strategies for e-publishing.</p> <ul style="list-style-type: none"> • Analyze how to convert reader groups on the internet from simple exposure to e-publishing products and services into motivation of buying them. • Formulate promotion strategies for digital market of e-publishing, including the use of social media marketing, banner advertisement, search engine marketing and similar methods; develop a leading portal of e-publishing which may cover e-book stores; base on the special characteristics of e-publishing, approach targeted readers groups through words with semantic relationships in addition to keyword tags. • Understand the long-term benefits of observing moral principles on internet, maintaining a sincere identity, and the risk of being abandoned by reader groups. <p>3. Supplemented the execution of promotion strategy for digital market, with some effective sales activities for printed books, and adjust the strategy during execution.</p> |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to describe the characteristics of reader groups, and the best media and approach to reach them. • Be able to demonstrate the ability to establish promotion strategy for digital market. |
| Remark | |