Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Develop an integrated internet marketing plan
Code	107159L6
Description	Critically analyze the positioning of various internet media resources, user behavior and input costs. According to the objective of the corporate to develop the most appropriate internet marketing solutions.
Level	6
Credit	12（For Reference Only）
Competency	Performance Requirements 1. Analyze the market to position the internet marketing activities including: - Analyze business situation - Analysis of business situation, including: background, sales / market share, promotion spending / advertising share, product record analysis, brand and positioning image - Analyze user needs - Analyze the user's consumption patterns, behavior and influencing factors - Determine the size of market development and user demand trends, including: start, growth, maturity - Segment the target market - Segment existing users and potential users - Analysis of existing users of the behavior / mentality to the product, purchase records and etc. - Analysis of potential users of product demand trends, consumer mentality and etc. - Set marketing objectives including: - First Level market target - Maintain existing customers - Improve existing customer loyalty - Build brand loyalty - Secondary level market target - Attract swaying customers - Expand the publicity to deliver the corporate information timely and effectively - Build a brand network to attract swaying customers to try the products; trigger and touch the potential needs of users - Third level market target - Attract the customers of competitors - Trigger the customers of competitors to try to use the corporate products 2. Analyze steps of marketing solutions - From customer perspective - Touch phase - Touch is the basis of consumer behavior and is the first step in the analysis of user behavior - The way to reach users can be through the corporate website, soft paper promotion and marketing, etc. - Trigger phase

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- The purpose is to link up the customers to consumer behavior trigger point and corporate products
- Regularly through the corporate website, mobile device applications, etc. to remind customers of corporate-related product information
  - Move phase
    - Allow customers to remember that corporate products could solve the customers' problems
- From the corporate branding perspective
  - Awareness
    - Through extensive dissemination of the established corporate brand both in the initial stage or mature stage of corporate brand building.
    - Integration of communication to spread out brand image
  - Reputation
    - Reputation refers to the user's mindset of the best corporate brand. It is derived from the user's own feelings
    - Brand reputation is only achieved through accumulation.
    - Maintenance and improve the reputation of the brand once the reputation is build.
  - Loyalty
    - Brand loyalty refers to the user's preference for corporate brand and purchase of corporate products in long term. It is the most important part of brand equity.
    - Once the customers'' loyalty is formed, it is difficult to be affected by other competing brand products
    - Need to establish the brand in line with the customers' interest, desire, fun and hobbies. Regular communicate with customers to cultivate brand loyalty.

3. Develop the communication objectives and strategy for internet marketing

- Develop the strategy according to objective
  - Identify the primary target audience
  - Identify overall product positioning and personality
  - Identify the best point of contact for existing customers and potential customers
  - Identify the target market and its needs
  - Develop the best marketing mix for each target market
  - Advertising target
  - Media plan
- Develop the strategy according to communication theme
  - Identify key customer interests with key sales messages
  - Develop a public relations program
  - Supervision and control
  - Customer feedback / database establishment assessment
  - Creative strategy
  - Develop an advertising program
- Develop the strategy according to stages of communication
  - Develop a financial plan and analyze the budget
  - Implementation details and monitoring
  - Evaluation and control
  - Pre-test

4. Exhibit professionalism

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	• Ensure that the developed integrated marketing plan could comply with the policies and legal requirements from the government.
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand the overall workflow process of integrated marketing plan • Develop appropriate integrated marketing plans according to the different market situations.
Remark	