

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop social media marketing strategy - blog platform
Code	107166L5
Description	Through the blog site or blog forum, apply blog knowledge, interest and life experience to disseminate commodity information so as to achieve promotion purpose.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the operation of blog marketing</p> <ul style="list-style-type: none"> • Understand the history of blog and the concept of blog marketing • Develop blog marketing strategy including: <ul style="list-style-type: none"> ○ Make use of third party blog platform to start internet marketing ○ Develop in-house blog platform for corporate ○ Conduct blog marketing through individual blog platform • Analyze blog marketing from different perspectives including blog release volume and costing etc. <p>2. Develop positioning of blogger and the blog content</p> <ul style="list-style-type: none"> • Set the ultimate objective of blog marketing, for example brand image building or increase exposure for products etc. • Analyze the positioning of blogger so as to develop the marketing plan, including: <ul style="list-style-type: none"> ○ Assist in setting the development direction of corporate ○ Assist in studying the customer behavioral model • Position the blog content, including: <ul style="list-style-type: none"> ○ The breadth and depth of blog content ○ The writing style of the blog • Analyze the factors of successful blog marketing cases <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The blog marketing sales strategy aligns with the development direction of the corporate. • Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the blog marketing does not violate the relevant regulations
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Analyze the common strategy of blog marketing • Develop the objective, blogger and content orientation of blog marketing
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