

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop social media marketing strategy - Weibo platform
Code	107167L5
Description	Through the Weibo platform to promote corporate and its products to achieve marketing objectives.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the concept of Weibo marketing</p> <ul style="list-style-type: none"> • Analyze the difference between Weibo marketing and blog marketing • Recognize the characteristics of Weibo marketing including quick response, convenient and widely spread • Recognize the format of broadcasting of Weibo messages • Understand the difference of customers receiving Weibo messages • Develop Weibo marketing strategy including <ul style="list-style-type: none"> ○ Diversified contents; regularly updated and interactive ○ Set appropriate labels to attract other corporates with similar interest to establish the Weibo channels <p>2. Develop the workflow of Weibo marketing</p> <ul style="list-style-type: none"> • Develop the framework of Weibo <ul style="list-style-type: none"> ○ Design the Weibo module ○ Establish Weibo groups and Weibo stores • Operate the Weibo <ul style="list-style-type: none"> ○ Write, forward, maintain Weibo content ○ Design major festivals and event custom templates ○ Looking for focal points from customers ○ Track and analyze competitors' trend • Promote Weibo <ul style="list-style-type: none"> ○ Forward different contents including ○ Grass root people ○ Opinion leader ○ Cultural celebrity ○ Popular stars • Maintain Weibo activities <ul style="list-style-type: none"> ○ Collect and publish information ○ Forward and comment activity highlights ○ Monitor activity information keywords ○ Follow up the customers' doubt, clarification and statement • Apply Weibo App <ul style="list-style-type: none"> ○ Apply Weibo App in accordance to the corporate needs <ul style="list-style-type: none"> ▪ Standard version ▪ Information version ▪ Business version • Monitor messages and public opinion <ul style="list-style-type: none"> ○ Analyze the information of competitors ○ Analyze marketing effectiveness ○ Optimize the marketing plan

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	<ul style="list-style-type: none">• Place Weibo marketing plan<ul style="list-style-type: none">○ According to the activity planning, event marketing and business development to set a cost-effective Weibo advertising strategy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• The Weibo marketing 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 Weibo 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">• Recognize the concept, principles and characteristics of Weibo marketing.• Plan Weibo marketing activities.
Remark	