

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop social media marketing strategy - forum platform
Code	107168L5
Description	Through text, pictures and video over the forum platform to publish product and service information so as to achieve marketing purpose.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Apply the basic technology of forum</p> <ul style="list-style-type: none"> • Apply forum registration, posting, delete posts, reply and other basic technologies • Analyze current popular forum and its characteristics and review the reasons for its success • Analyze the characteristics of forum marketing <ul style="list-style-type: none"> ○ Establish an open topic to meet all kinds of marketing demands ○ Build a strong public gathering capacity ○ Master the chain reaction effect of communication ○ Apply search engine technology to optimize content and evaluate performance ○ Calculate the return on investment <p>2. Develop the steps of forum marketing</p> <ul style="list-style-type: none"> • Select the popular forum with conditions include: <ul style="list-style-type: none"> ○ Popularity, high traffic volume ○ Related to the promotion content ○ Easier for registration • Design post <ul style="list-style-type: none"> ○ Set the topic: prominence, deep impression, personality ○ Set the theme: make use of controversial content to convey product information ○ Set the feedback: appropriate evaluation to cover the product information delivered • Monitor the post <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The forum 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 forum 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"> • Master the basic technology of forum marketing and understand the characteristics of current hot topics • Analyze the concept and characteristics of forum marketing • Development the steps of forum marketing and make the post controversy
Remark	