

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop social media marketing strategy - Facebook platform
Code	107169L5
Description	Apply Facebook to enhance the product information or corporate image promotion so as to achieve marketing purpose.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the basic concept and format of Facebook marketing</p> <ul style="list-style-type: none"> • Understand the concept of Facebook marketing <ul style="list-style-type: none"> ○ Low-cost and interactive marketing approach ○ Establish friendship relation between corporate and consumers through interaction ○ Maintain regular interaction • Analyze the key elements of Facebook marketing to establish the marketing strategy, including: <ul style="list-style-type: none"> ○ Need to carefully consider the frequency of message delivery and the delivery time ○ Be familiar with the internet language and understand the preference of the target customers ○ Avoid excessive branding exposure ○ Master the way to find the target group <ul style="list-style-type: none"> ▪ The number of target group ▪ The activity and sociality of target group <p>2. Apply the resource sharing of Facebook marketing</p> <ul style="list-style-type: none"> • Facebook Fan Page <ul style="list-style-type: none"> ○ Easy to build and free-of-charge ○ Need to understand the target group and allocate sufficient manpower resource • Facebook advertisement <ul style="list-style-type: none"> ○ A targeted advertisement platform to allow corporate to set and focus on a particular target group ○ In addition to the geographical, age, interest, occupation and other characteristics, corporate could purchase advertisement only focuses on the target group • Facebook Groups <ul style="list-style-type: none"> ○ The Facebook community is similar to the general forum. Corporate could build an industry-related community as a platform for engagement with potential customers ○ The advantage is free and highly interactive but takes time to run <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The Facebook marketing strategy aligns with the development direction of the corporate.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Recognize the concept and format of Facebook marketing • Apply the technique of Facebook marketing

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Remark	Building a Facebook page or group is free but advertising and other operations are required to pay for charge.
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