

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Multi-channel Promotion of Communication

Title	Develop social media marketing strategy - Instagram
Code	107170L5
Description	Apply the Instagram platform to publish consumer-oriented images and text, so as to achieve marketing purposes.
Level	5
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Recognize the characteristics of Instagram marketing</p> <ul style="list-style-type: none"> <li>• Instagram is a community media to facilitate the brand image building and to add visual beauty to the brand. Enhance the persuasiveness of the brand story.</li> <li>• Integrate marketing, social media and art sharing to enhance the product image.</li> <li>• Images could be easily shared with other platforms to enhance the promotion</li> </ul> <p>2. Develop real-time marketing strategy</p> <ul style="list-style-type: none"> <li>• Enhance the interaction between corporate and customers <ul style="list-style-type: none"> <li>○ Highlight the customer contents: public sharing, praise of customers' work and post etc.</li> <li>○ Strengthen interactions in social networks: try to write / encourage customers to share with different social networks so as to increase customer interaction</li> <li>○ Provide free messages and gifts: occasionally send a free message or gift pictures to bring consumers happiness</li> <li>○ Provide behind the scenes: in the corporate Instagram, made some behind-the-scenes picture for consumers</li> <li>○ Collect images of customers using corporate products</li> </ul> </li> <li>• Use Hashtags: Use Hashtags to promote brands and products to build relationships with a group of interests</li> <li>• Unify image: choose the picture to have a considerable relevance with the brand that fully reflect product features</li> <li>• Highlight the theme of the brand: the choice of picture is align with the corporate mission and keeps consistent style</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• The Instagram marketing strategy aligns with the development direction of the corporate.</li> <li>• Follow the latest laws of government and regulatory organizations such as information, privacy and information security to ensure that the implementation of the Instagram marketing does not violate the relevant regulations</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Recognize the characteristics of Instagram marketing</li> <li>• Apply the Instagram marketing to strengthen the interaction between corporate and customers</li> </ul>
Remark	