

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

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| Title | Develop social media marketing strategy – WeChat platform |
| Code | 107171L5 |
| Description | Apply the WeChat platform to promote production information or corporate brand image so as to achieve marketing purposes. |
| Level | 5 |
| Credit | 6 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Recognize the basic concept and format of WeChat marketing</p> <ul style="list-style-type: none"> • Recognize the concept of WeChat marketing <ul style="list-style-type: none"> ○ Point-to-point precision marketing ○ Through interactive approach to establish relationship between corporate and customers • Analyze the different marketing channels with WeChat to develop the marketing strategy, including: <ul style="list-style-type: none"> ○ Location signature: corporate could use the free "user signature file" to do publicity. The WeChat users nearby will be able to read the corporate information ○ Corporate can set their own 2D barcode for product or service discounts and discounts to attract the focus of customers to achieve O2O marketing model ○ Open platform: through the WeChat open platform, corporate could upload their brand information as attachment to facilitate the content sharing between customers <p>2. Apply WeChat marketing technique</p> <ul style="list-style-type: none"> • Locate the WeChat group with large number of active members • Apply WeChat marketing technique <ul style="list-style-type: none"> ○ Apply WeChat photo album and sharing ○ Apply WeChat article publication ○ Set the best delivery time • Apply the appropriate WeChat type to support marketing strategy <ul style="list-style-type: none"> ○ The public domain is divided into different types including subscription domain, service domain and corporate domain. Select the appropriate domain based on the target group of customers and the objective of communication. Subscription domain provides more interaction while service domain could provide more service through data and system connection. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The WeChat 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 WeChat 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 WeChat marketing. • Plan WeChat marketing activities. |
| Remark | |