

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop EDM marketing strategy – Email platform
Code	107172L5
Description	Apply the Email platform of the Electronic Document Management (EDM) system to promote the corporate information to the target customers.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Recognize the concept, advantages and basic elements of Email marketing</p> <ul style="list-style-type: none"> • Understand the advantages of Email marketing <ul style="list-style-type: none"> ○ Low cost ○ Target oriented ○ Accurate delivery ○ Wide coverage of audience ○ Free to read • Recognize the basic elements of Email marketing <ul style="list-style-type: none"> ○ With customers authorization ○ Message is valuable to customers • Establish the suitable environment for Email marketing <ul style="list-style-type: none"> ○ Suitable for cross-border business to fit the difference in time zone ○ Pay attention to the registration of website <p>2. Apply Email marketing technique</p> <ul style="list-style-type: none"> • Design the Email content and format <ul style="list-style-type: none"> ○ Content is useful to customers ○ Prevent too hard-selling ○ Personalized content of email • Technique of avoiding email as junk email <ul style="list-style-type: none"> ○ Avoid using sensitive and fictitious symbols as the email address ○ Monitor the IP address whether it is under black list ○ Provide un-subscription link ○ Handle un-subscription and complain timely • Attract customers to read email <ul style="list-style-type: none"> ○ Design and use the name of the sender who can let the customer remember and generate a sense of trust ○ Message title: plain or personalized <p>3. Optimize the Email reading over mobile devices</p> <ul style="list-style-type: none"> • The lengthy message content is not suitable for reading on mobile device platforms • Apply the techniques of optimizing reading e-mail, including: <ul style="list-style-type: none"> ○ Keep email message brief (no more than 60-65 characters) ○ Highlight the points and add pictures ○ Reduce the size of the image file ○ Adjust the image by screen scale ○ Increase the size of the site link key (such as a call action button) <p>4. Exhibit professionalism</p>

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	<ul style="list-style-type: none">• The Email 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 Email marketing does not violate the relevant regulations
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Recognize the concept, advantages and appropriate environment of Email marketing.• Set the appropriate environment for Email marketing• Master the technique of Email marketing
Remark	