Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop EDM marketing strategy – SMS platform
Code	107173L5
Description	Apply the SMS 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	Performance Requirements 1. Recognize the advantages and disadvantages of SMS marketing - Understand the advantages of SMS marketing - Low cost - Reach wide coverage of target customers - Simple delivery of message - Fast delivery of accurate message - Reach different groups of target customers in different groupings - Manage and revise message anytime - Understand the disadvantages of SMS marketing - Long time to establish the SMS list - Need to pay subscription and authorization fee - Could only retain customers with strong discount - Require longer time to achieve results - competing with other competitors to provide discount 2. Apply SMS marketing technique - encourage interaction between corporate and customers - delivery instantaneous SMS - Content must be instantaneous or valuable, preferably exclusive in order to improve SMS promotions and feedback rate - Multi-channels for SMS promotion - SMS average user call rate is higher than other media. Tthe use of SMS "Call to action" in the marketing activities is very effective - Use SMS to send the site registration code, or APP download URL - Facilitate regional marketing - send a discount code via SMS to provide regional exclusive discounts - enhance interaction with customers and to track the effectiveness of non-network marketing channels - Attract customers to participate in promotional activities - Fast and effective of using SMS to inform customers to participate in promotional activities - Effective use of loyal customers list - Regularly send SMS to customers with high brand loyalty 3. Exhibit professionalism - The SMS 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 SMS marketing does not violate the relevant regulations

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Recognize the advantages, disadvantages and appropriate environment of SMS marketing. • Set the appropriate environment for SMS marketing • Master the technique of SMS marketing
Remark	