

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop real-time marketing strategy
Code	107174L5
Description	Apply real-time marketing strategy to provide products or service according to the personalized needs of customers.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Recognize the concept of real-time marketing</p> <ul style="list-style-type: none"> • Understand the consumer as the center. Start with consumer needs and end with consumer satisfaction. • Understanding the definition of "need" including both the current needs and the needs for future development and change • Understand the characteristics of real-time marketing: <ul style="list-style-type: none"> ○ Advantage of cultivating customer brand loyalty ○ Meet the specific needs of specific customers and adapt to diversification and personalization of customer needs ○ The products or services provided by the corporate can track the needs of consumers, preferences and habits in the course of consumption, and automatically adjust the service function to meet their future needs ○ Collect consumer feedback: customers feedback sent to the corporate could improve the relevant products of the corporate <p>2. Develop real-time marketing strategy</p> <ul style="list-style-type: none"> • Use appropriate software to conduct electronic records of customer behavior; regularly record the activities of customers and then analyze the information data • Maintain the relevance and appropriateness of communication with consumer groups: classify consumers, give priority to the actual needs of the most important consumer groups, and set appropriate goals and activities for consumer groups • Content does not need to be too complicated, it is important to keep real-time marketing campaigns simple and creative <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The real-time 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 real-time 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 characteristics of real-time marketing. • Analyze the data of real-time marketing and adopt appropriate strategy to enhance marketing effectiveness
Remark	