

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

Functional Area - Multi-channel Promotion of Communication

Title	Develop search engine marketing strategy
Code	107176L5
Description	Apply Search Engine Marketing (SEM) method to effectively carry out engine searching for internet marketing and promotion.
Level	5
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Recognize the common methods of SEM</p> <ul style="list-style-type: none"> <li>• Understand the meaning of SEM</li> <li>• Analyze and compare different methods of SEM <ul style="list-style-type: none"> <li>○ Search engine marketing</li> <li>○ Email marketing</li> <li>○ Internet advertisement marketing</li> <li>○ SMS marketing</li> <li>○ Website marketing</li> </ul> </li> </ul> <p>2. Develop SEM solution</p> <ul style="list-style-type: none"> <li>• Select the SEM keywords <ul style="list-style-type: none"> <li>○ Keywords for SEM are more accurate than SEO. Two additional conditions on top of SEO for keyword selection: <ul style="list-style-type: none"> <li>▪ People who search for the keywords have a clear consumer demand</li> <li>▪ People who search for the keywords are easily converted into customers</li> </ul> </li> </ul> </li> <li>• Design SEM induction page <ul style="list-style-type: none"> <li>○ Able to give customers enough confidence</li> <li>○ The content provided is helpful to the customers</li> <li>○ Able to answer potential problems in the customers' mind</li> <li>○ Enable customers to leave information or get in touch</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• The search engine 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 search engine 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>• Understand the concept of search engine marketing and the meaning of keywords of search engine marketing</li> <li>• Apply the common methods and technique of search engine marketing</li> </ul>
Remark	