

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop mobile device marketing strategy
Code	107178L6
Description	Apply mobile device technology to improve sales service so as to assist the overall sales business of the corporate.
Level	6
Credit	12 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Review the development characteristics of mobile technology to develop appropriate mobile device marketing strategy. 2. Analyze the marketing data of mobile devices to enhance the sales service of corporate, including: <ul style="list-style-type: none"> • Analyze the purchasing behavior of customers • Understand the interests, intention and behavior of customers • Select the best customer group for resource allocation to provide better experience 3. Develop appropriate solution to enhance mobile device marketing effectiveness, including: <ul style="list-style-type: none"> • Ensure the corporate website design could cater for the needs of different models of mobile devices • Analyze the characteristics of different operating systems (including iOS and Android) to optimize the mobile device marketing applications • Analyze website testing results to review whether the website is suitable for mobile device • Review procedures to simplify the online purchase process • Produce tailor-made mobile version of advertisement to optimize mobile device marketing 4. Review mobile device marketing effectiveness <ul style="list-style-type: none"> • Use different formats of advertisement to test the corporate advertisement messages to identify the reasons of attracting customers to visit website or download the mobile application software • Understand the risk of information leakage over mobile device and develop communication security solution for corporate and customers 5. Exhibit professionalism <ul style="list-style-type: none"> • The mobile device 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 mobile device 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"> • Review the development trend of mobile device marketing • Analyze the marketing data of mobile devices to enhance the sales service of corporate
Remark	