

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Develop word-of-mouth marketing strategy
Code	107180L7
Description	Apply the principle of word-of-mouth marketing to effectively promote product information to achieve corporate marketing purpose.
Level	7
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the concept of word-of-mouth marketing</p> <ul style="list-style-type: none"> • Through the customers' product or brand communication, disseminate information to achieve the purpose of marketing • Word-of-mouth marketing communication channel is mainly determined by the product target customer group characteristics. The most influential and suitable word-of-mouth marketing network media channels are blog, forum, social media and interpersonal interaction • Corporate has to deeply understand the needs of customers and the driving principles of customer behavior. Dissemination of content could trigger customers' needs or other aspects of resonance and then achieve marketing purposes. <p>2. Analyze the characteristics of word-of-mouth marketing</p> <ul style="list-style-type: none"> • For the enterprise, it is a fixed initial cost and the marginal cost is almost zero • The propagation speed can grow exponentially • Quick acceptance by the customers • Fast update • Supplemented with advertisement, auxiliary materials, public relations and other multi-integrated marketing channels to achieve synergistic effect and to maximize the spread of the effect <p>3. Develop word-of-mouth solution</p> <ul style="list-style-type: none"> • Include unique idea • Plan content production and source of design information • Choose suitable channel for information dissemination. Different media channels need different time • Track and manage marketing results <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • The word-of-mouth 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 word-of-mouth strategy 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"> • Master the concept and characteristics of word-of-mouth marketing • Master the steps and methods of word-of-mouth marketing
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