

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Develop digital marketing strategy
Code	111267L5
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to apply knowledge, interest and life experience of users on various platforms to disseminate commodity information so as to achieve promotion purpose.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the marketing operation on various platforms</p> <ul style="list-style-type: none"> • Understand the background and the marketing concept of various platforms • Evaluate the digital marketing application strategies of various platforms including: <ul style="list-style-type: none"> ○ Make use of third party platform to start digital marketing ○ Develop own channels on some platforms • Analyse the marketing characteristics of various platforms (e.g. website traffic volume, costing) <p>2. Develop digital marketing strategy</p> <ul style="list-style-type: none"> • Set the ultimate objectives of brand marketing (e.g. brand image building, increase of product exposure) • Analyse the positioning of various platforms to develop the marketing plans, including: <ul style="list-style-type: none"> ○ Set the development direction of organisation / brand ○ Study the consumption behaviour patterns of platform users ○ Select the platforms that fit the positioning and development direction of organisation / brand • Position the content, including: <ul style="list-style-type: none"> ○ The breadth and depth of content ○ The writing techniques and style • Analyse the factors of successful digital marketing cases and learn from them for content positioning <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Align digital marketing sales strategy with the development direction of the organisation / brand • Follow the latest laws of government and regulatory organisations (e.g. information, privacy and information security) to ensure that the implementation of marketing does not violate the relevant regulations
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyse the common strategy of digital marketing; and • Develop the objective, organisation / brand positioning and content orientation of digital marketing.
Remark	This UoC is adopted from 107166L5, 107167L5, 107168L5, 107169L5, 107170L5, 107171L5, 107172L5 and 107173L5. The UoC title is revised.