

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Public relations, marketing and internal communications

Title	Launch an online marketing campaign
Code	110720L3
Range	This unit of competency involves project management and execution abilities. Practitioners should be able to conduct online marketing activities in different online channels to improve sales performance, by taking advantage of the characteristics of online sales platforms and choosing the right online sales model.
Level	3
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of online marketing <ul style="list-style-type: none"> • Understand the company's overall marketing strategy • Understand the features and applications of online sales platforms, including corporate websites, tourism websites, social media, email, etc. • Identify the differences between online and traditional sales • Master the psychology and behaviour of online consumers 2. Plan and implement online marketing activities <ul style="list-style-type: none"> • Select and partner with advertising agencies or marketing companies to implement online marketing programs • Implement different forms of online and social media marketing, including online advertising, direct email, online videos, online influencers, etc. in accordance with the characteristics of tourism products and the habits of online consumers in using online media • Choose online sales modes, including business to business or business to customer • Determine what kind of online sales platforms to deploy, including corporate websites, tourism websites, mobile apps, search engines, social media, or other online e-commerce platforms, etc. • Use various forms of search engine marketing, including search engine optimisation, paid search engine advertising, keyword advertising, etc. based on tourism product characteristics and consumers' online information-search behaviour 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with all regulatory rules and regulations relating to marketing, including the "Trade Descriptions Ordinance", "Sex Discrimination Ordinance", "Disability Discrimination Ordinance" and "Race Discrimination Ordinance"
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Choose the right online sales tools; and • Implement promotional campaign in various online channels and sales platforms to connect with relevant online consumer groups
Remark	