

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

Functional Area - Public relations, marketing and internal communications

Title	Review the effectiveness of online marketing
Code	110723L6
Range	This unit of competency involves the ability to integrate, analyse and evaluate data. Practitioners should be able to review and evaluate the effectiveness of online marketing strategies and apply the latest technology to adjust and optimise future strategies.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the knowledge of online marketing <ul style="list-style-type: none"> <li>• Understand the company's established online marketing strategy and objectives</li> <li>• Understand the operations of online sales platforms</li> </ul> </li> <li>2. Evaluate online business <ul style="list-style-type: none"> <li>• Collect information and data on the use of online sales platforms, including the number of targeted customers, number of registered users, number of logins, click rate, page views, browsing time, user engagement rate, numbers of shares, etc.</li> <li>• Apply site analysis tools and reports to analyse the relationship between consumers and online sales platforms</li> <li>• Recommend strategies for adjusting and optimising future promotion strategies based on the comprehensive analysis results</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Stay current with online sales platforms and technological developments, and apply the latest technology to market promotion</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Collect and analyse usage data for various online marketing campaigns; and</li> <li>• Evaluate online marketing strategies and propose suggestions for adjusting and optimising future strategies</li> </ul>
Remark	