

CFAM4.3.8

Market to target customers using digital /electronic media



Overview

This is about using electronic media (including on-line marketing and text messaging) to communicate with target customers.

This unit does not require the marketer to be a systems specialist, but they should understand how to use the media effectively.

This unit is recommended for marketers involved in direct marketing through digital/electronic media. Such marketers might be employed within an organisation marketing its products/services in this way, or work for an agency/consultancy.

CFAM4.3.8

Market to target customers using digital /electronic media

Performance criteria

- You must be able to:*
- P1 confirm the objectives and budget for marketing using digital/electronic media, including response rates and return on investment
 - P2 identify the target customer groups, ensuring that these fit the profile of users of the media planned for use, and that they are in line with the overall marketing strategy
 - P3 identify and agree the electronic medium (media) best suited to communicating to the target customer groups, and which are in line with the overall marketing strategy
 - P4 create a marketing communications message designed to make appropriate use of the media selected, to engage the customer, and which conveys the marketing proposition clearly
 - P5 offer customers an opt-out option, setting out clearly how to use this if required
 - P6 ensure that the marketing communication is in line with marketing strategy, and integrates with any other associated marketing activities
 - P7 include an appropriate response device, with coding to identify the source of any response where required
 - P8 identify and create data collection and reporting systems, with relevant links to the marketing database, to fulfil agreed monitoring, response and quality assurance
 - P9 liaise with systems specialists as required
 - P10 deliver the marketing campaign on time and according to the agreed budget
 - P11 monitor responses to the marketing campaign accurately and evaluate the responses and return upon investment
 - P12 manage and measure any undelivered messages correctly, ensuring that relevant records are amended accordingly
 - P13 review the outcomes of the campaign and use your analysis towards informing future activities

CFAM4.3.8

Market to target customers using digital /electronic media

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of digital/electronic media and their place within an overall direct marketing strategy
- K2 the principal forms of digital/electronic media, and their relative advantages
- K3 the importance of careful targeting in digital/electronic media programmes and methods for achieving this
- K4 the principle sources of data lists for use in targeting relevant consumers
- K5 the differences between programmes aimed at retention and acquisition and the implications of such differences when identifying suitable digital/electronic media
- K6 the principles of effective project management, and how to apply these to implementing digital/electronic media programmes
- K7 typical data collection and reporting systems appropriate for digital/electronic media programmes, and their relative merits
- K8 the importance of balancing added value with the potential for exploiting customer relationships when using digital/electronic media, and factors to consider when weighing up this balance
- K9 methods for testing and gauging the likely impact of digital/electronic media programmes
- K10 methods for managing digital/electronic media databases, including the application of suppressions /opt-outs, and the circumstances when these should be applied
- K11 the importance of delivering within agreed budgets, and the ways of monitoring activities against plans and budgets
- K12 the importance of maintaining confidentiality of data and how to ensure that this occurs
- K13 the principles of data protection applying to digital/electronic media programmes and how to apply these

You need to know and understand:

Industry/sector specific knowledge and understanding

- K14 legal, regulatory and ethical requirements affecting the implementation of digital/electronic media programmes
- K15 current codes of practice and best practice guidelines

You need to know and understand:

Context specific knowledge and understanding

- K16 organisational guidelines affecting digital/electronic media programmes
- K17 the organisation's products/services relevant to the digital/electronic media programmes
- K18 reporting procedures within the organisation, and key persons to be kept informed

CFAM4.3.8

Market to target customers using digital /electronic media

CFAM4.3.8

Market to target customers using digital /electronic media

Additional Information

Behaviours

1. You demonstrate a clear understanding of different customers and their probable responses to digital/electronic media campaigns
2. You identify and work in partnership with people that can provide support in developing your campaign
3. You identify clearly the value and benefits of a proposed course of action
4. You identify people's information needs
5. You present information clearly, concisely and accurately
6. You take personal responsibility for making things happen
7. You comply with legal requirements, professional and ethical codes

CFAM4.3.8

Market to target customers using digital /electronic media

Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	Chartered Institute of Marketing
Original URN	NM4.3.8
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates
Suite	Marketing
Key words	Marketing, sales, marketing management, market research, advertising, public relations