
Overview

What is this unit about?

1. This standard is about implementing a digital marketing campaign via multiple channels using digital media which are both media and technology independent. These can therefore include, for example, email, SMS (Short Message Service or text messaging), RSS (Rich Text Syndication / Real Simple Syndication) websites, blogs and user-generated content.

Who is this unit for?

2. This standard is recommended for marketers/sales personnel involved in communicating via digital marketing channels. Such marketers/sales personnel might be employed within an organisation marketing its products/services in this way, or work for an agency/consultancy.

**Performance
criteria****Outcomes of effective performance**

You must be able to:

- P1 Confirm the sales and marketing objectives for the digital marketing campaign using digital media, including response rates and sales effected return on investment
- P2 Identify the criteria to be used in selecting recipients
- P3 Source and acquire targeted lists and databases of relevant contact data
- P4 Confirm the range of electronic media best suited to communicating to the target customer groups, and which are in line with the sales and marketing objectives
- P5 Agree the marketing communications message designed to make appropriate use of the media selected, to engage the customer, and which conveys the marketing proposition clearly
- P6 Ensure that the content of the message is accurate, justifiable and is sufficient to generate interest in the product/service, with clear links identified to allow relevant further action by the recipient
- P7 Ensure that the links, and/or the use of keywords, and/or any supporting attachments, allow ready access by recipients to further information, where relevant
- P8 Identify any risks that the message might be labelled as 'spam' and take relevant and appropriate action to minimise such risks
- P9 Enable click-through tracking where relevant
- P10 Send messages to targeted customers in a format which is appropriate and allows for ready access by the recipients
- P11 Manage and measure any undelivered messages correctly, ensuring that relevant records are amended accordingly
- P12 Identify correctly and repeat communications requirements in line with the sales and marketing objectives, and progress these accordingly
- P13 Monitor responses to the marketing campaign accurately and evaluate the responses, reporting and providing feedback in line with

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organisational procedures

Knowledge and understanding

General knowledge and understanding

You need to know and understand:

- K1 The role of digital marketing media and their place within an overall direct marketing strategy
- K2 The principal forms of digital marketing media, and their relative advantages
- K3 The importance of careful targeting in digital media programmes and methods for achieving this
- K4 The principle sources of data lists for use in identifying relevant targets
- K5 How to use data lists to set up targeted digital marketing
- K6 The differences between programmes aimed at retention, acquisition and conversion, and the implications of such differences when identifying suitable digital marketing media
- K7 The importance of ensuring that messages are accurate and generate interest, with links to further information/actions which are accessed readily
- K8 The factors which may cause messages to be labelled as spam, and ways of addressing these
- K9 Methods for managing digital media databases for permission marketing, including the application of suppressions/opt-outs, and the circumstances when these should be applied
- K10 The importance of delivering digital marketing programmes within agreed budgets, and the ways of monitoring and evaluating activities against plans and budgets
- K11 The importance of maintaining confidentiality of data and how to ensure that this occurs
- K12 The principles of data protection applying to digital marketing programmes and how to apply these

Industry/sector specific knowledge and understanding

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You need to know and understand:

- K13 Legal, regulatory and ethical requirements affecting the implementation of digital marketing media programmes
- K14 Current codes of practice and best practice guidelines

Context specific knowledge and understanding

You need to know and understand:

- K15 Organisational guidelines affecting digital marketing media programmes and the media to be selected
- K16 The organisation's products/services relevant to digital marketing programmes
- K17 Reporting procedures within the organisation, and key persons to be kept informed

Additional Information

Behaviours

1. You demonstrate a clear understanding of different customers and their probable responses to digital media campaigns
2. You identify people's information needs
3. You present information clearly, concisely and accurately
4. You comply at all times with legal requirements, professional and ethical codes

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