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## Overview

This standard is part of the digital marketing competence area related to the principles and theories of digital marketing. It covers content creation, planning and delivering digital marketing campaigns in relation to a marketing strategy. This standard is for Digital Marketing professionals who are involved in planning and delivering digital marketing campaigns.

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## Performance criteria

### *You must be able to:*

1. identify the goals for the digital marketing campaigns
2. identify your target audiences and the type of campaign for implementation
3. identify and agree the key performance indicators (KPIs) for marketing campaigns
4. review previous digital marketing campaigns for comparison and lessons learnt
5. collate and analyse your competitors' digital marketing campaigns
6. define the message for your digital marketing campaign and plan the content creation
7. plan marketing campaigns in accordance with agreed budget and time scales
8. identify a medium, relevant channels or platforms for running the campaigns
9. develop integrated digital marketing campaigns from concept to execution
10. use performance or search metrics to identify trends and insights
11. optimise performance of digital marketing campaigns
12. analyse return on investment (ROI) ratio
13. measure and evaluate the performance of digital marketing campaigns against set objectives
14. report on the impact of digital marketing campaigns and identify the areas for improvement
15. review the objectives of digital marketing campaigns based on previous reports
16. comply with legal, regulatory and ethical requirements relating to running digital marketing campaigns

## Knowledge and understanding

### *You need to know and understand:*

1. the marketing strategy of your organisation
2. the target audiences
3. the range of products or services offered or available at your organisation
4. how to set goals for marketing campaigns
5. the types of marketing campaigns
6. the key performance indicators (KPIs) and return on investment (ROI) for marketing campaigns
7. the budgets and time scales for digital marketing campaigns
8. your organisation's previous marketing campaigns
9. your competitors' marketing campaigns
10. how to define the message and develop the content for marketing campaign
11. how to develop the campaign from the concept to execution
12. the range of social mediums, channels and platforms for running the campaigns
13. the strategic factors for choosing the relevant social medium, channel or platform for running the campaign
14. how to ensure your campaigns engage, inform and motivate the target audiences
15. the pre-set cost controls and target response rates
16. the trends of insights arising as a result of analysis of campaigns against set objectives
17. the methods of optimisation of spend and performance of digital marketing campaigns
18. tools and methods to monitor and measure the impact of digital marketing campaigns
19. the importance of regularly reviewing the marketing campaigns' performance
20. the legal, regulatory and ethical requirements relating to running digital marketing campaigns

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## Skills

- analytical
- methodical
- logical
- organised
- communication
- collaborating
- problem solving
- sense making
- innovative
- evaluate
- keeping to deadlines

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<b>Suite</b>	Digital Marketing
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