
Overview

This standard is part of competence area related to digital technologies, channels and platforms. It covers managing digital interfaces and platforms in line with direct marketing campaign objectives. You create and target the content targeted to the relevant audience. You may use several integrated online platforms and tools for interaction with your audience. As a digital marketer, you embrace the fast-paced world of technologies and always review the use of newly released interfaces and platforms. This standard is for Digital Marketing professionals who are involved in managing digital interfaces and platforms in line with direct marketing campaign objectives.

Performance criteria

You must be able to:

1. confirm your organisation's marketing goals and objectives
2. define your target audiences and their expectations
3. establish relationship between customers and products and services
4. develop your digital marketing strategy against organisational goals, objectives and target audiences' expectations
5. collate digital interfaces and platforms that support your goals, objectives and target audiences' expectations
6. identify the purposes of marketing platforms and automation software against the objectives
7. identify the relevant marketing campaigns
8. analyse the tools, options and functionalities within chosen platforms and software
9. create the content for your target audiences in the relevant formats
10. support video and graphic content with additional titles and text descriptions
11. conduct keyword research for search engine optimisation (SEO) to identify the keywords your target audiences are using
12. optimise your online content with relevant keywords to increase the leads and interactions with your target audiences
13. collect information about your new customers to build their loyalty
14. review and update your previously published content
15. evaluate your digital marketing strategy and make changes, where required
16. seek exchange of ideas, tips and guidance on digital interfaces and platforms
17. search for newly released pieces of marketing software and platforms
18. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your organisation's marketing goals and objectives
2. your target audiences and their expectations
3. the relationship between customers and products and services
4. your digital marketing strategy against organisational goals, objectives and target audiences expectations
5. the range of digital marketing campaigns
6. how to manage multi-channel campaigns
7. the digital interfaces and platforms to support and manage your digital marketing strategy
8. the types of marketing software, including inbound and automation software
9. the purposes of marketing platforms and software
10. the tools, options and functionalities within chosen platforms and software
11. the marketing content and the variety of formats it can be created
12. how to amplify your content with additional titles, descriptions, tags, hyperlinks and other relevant elements
13. what the search engine optimisation (SEO) is used for
14. how to conduct keyword research for search engine optimisation (SEO)
15. how to increase the leads and interactions with your target audiences
16. how to increase chances of appearing on top of the Search Engine Results Pages (SERPs)
17. the meta description about your links appearing on SERPs
18. the leads from interaction with your target audiences
19. the converting landing pages and call-to-action (CTA) buttons
20. the types of information about your new customers
21. the methods of providing customer support
22. why it is important to review and update previously published content
23. how to evaluate your marketing strategy against goals and objectives
24. how to keep up to date with newly released pieces of marketing software and platforms
25. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- integrity
- communication
- enthusiasm
- collaborating
- intuitive
- problem solving
- creative
- sense making
- digital technology
- innovative
- evaluate
- keeping to deadlines

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Relevant Occupations	Digital Marketing Manager, Digital Marketing Specialist, Digital Marketing Executive, Digital Marketing Assistant, Digital Marketing Coordinated, Digital Marketing Officer, Digital Marketing Lead, Digital Marketing Occupations
Suite	Digital Marketing
Keywords	products and services, digital marketing, marketing content, marketing materials, marketing collateral, social media platforms, display advertising campaigns, brand identity, brand equity, re-branding, analysis, analytics, digital platforms