



Digital Marketing

National Occupational Standards (NOS)

April 2021

Unit 3 Cherry Hall Road
North Kettering Business Park
Kettering, NN14 1UE
T: 01536 739 189
E: skills@instructus.org
www.instructus-skills.org

URN	NOS Title
INSDGM001	Develop and implement digital marketing strategies
INSDGM002	Plan and deliver digital marketing campaigns for your organisation
INSDGM003	Comply with ethical, legal, regulatory requirements and codes of practice in digital marketing
INSDGM004	Write and create content for multiple digital platforms
INSDGM005	Maintain and promote brand's online presence
INSDGM006	Promote content through social media channels, CRM systems and digital platforms
INSDGM007	Manage digital interfaces and platforms in line with direct marketing campaign objectives
INSDGM0008	Develop skills and competencies about social media channels and digital platforms
INSDGM0009	Create, manage and modify web pages using content management systems (CMS)
INSDGM0010	Manage, evaluate and report on digital marketing campaigns
INSDGM0011	Use analytical tools to evaluate performance of digital marketing activities

Overview

This standard is part of the digital marketing competence area related to the principles and theories of digital marketing. It covers developing and implementing digital marketing strategies. These can apply to a wide variety of organisations: for example, social enterprises, charities, small businesses, public or private companies. This standard is for Digital Marketing professionals who are involved in development and implementation of digital marketing strategies on a supervisory or managerial level.

Develop and implement digital marketing strategies

Performance criteria

You must be able to:

1. assess the range of your current digital marketing plans and activities
2. conduct audits across your digital marketing activities to identify opportunities that meet organisational goals and values
3. create the baseline metrics to capture the outcomes and goals of digital marketing strategies
4. carry out competitor and sector analysis to inform digital marketing strategies and tactics
5. design and implement internal and external processes to deliver digital marketing and content strategies
6. assist colleagues or teams in preparation and implementation of marketing strategies
7. collaborate with colleagues or teams to align marketing strategies with processes, goals and key performance indicators (KPIs)
8. coordinate the creation of digital content marketing
9. collaborate with digital content designers involved in producing marketing content
10. manage marketing activities linked to the customer expectations, day-to-day management of websites and social media channels
11. monitor and increase website traffic through the relevant marketing activities
12. manage all traffic acquisition channels and social platforms
13. collate and convert the traffic from anonymous website visits into identifiable leads
14. cooperate with relevant colleagues or teams to enable them to action on leads and maximise the profitability or brand awareness
15. analyse and report on data to evaluate digital marketing strategy across the business
16. analyse the return on investment (ROI) ratio
17. manage digital marketing performance reporting and measurement of key performance indicators (KPIs), with performance reviews and strategy updates
18. identify and review the relevant technologies to keep the strategies at the forefront of developments in digital marketing
19. manage relationships with external agencies and associates, where required
20. follow the current legal, regulatory and ethical requirements relating to development and implementation of digital marketing

campaigns

Develop and implement digital marketing strategies

Knowledge and understanding

You need to know and understand:

1. your organisational goals and values
2. the key performance indicators (KPIs)
3. the range of your current digital marketing plans and activities
4. how to carry out audits to identify marketing opportunities
5. the processes and metrics for measuring the outcomes and goals of marketing strategies
6. the difference between paid and organic marketing strategies
7. the variety of digital marketing strategies in accordance with their aims and objectives
8. the relevant and current marketing technologies, platforms, channels and scheduling tools
9. the competitor and sector analysis for development of digital marketing strategies and tactics
10. the internal and external processes for delivery of digital marketing and content strategies
11. the management of websites, paid and organic media channels
12. how to manage traffic acquisition channels including paid, organic and social platforms
13. how to convert anonymous visits into identified leads
14. the methods and techniques of boosting your organisation's brand awareness or profitability
15. the relevant analytical and reporting tools for evaluation of marketing strategies
16. the return on investment (ROI) ratio
17. critical review and appraisal processes to improve ongoing improvements to the strategy and strategy updates as a result of analysis
18. the ways of collaboration with external agencies or individual associates
19. the current legal, regulatory and ethical requirements relating to development and implementation of digital marketing campaigns

Develop and implement digital marketing strategies

Skills

- analytical
- methodical
- organised
- communication
- listening
- intuitive
- collaborating
- problem solving
- sense making
- objective
- creativity
- innovative
- evaluate
- keeping to deadlines

Develop and implement digital marketing strategies

Developed by	Instructus
---------------------	------------

Version Number	1
-----------------------	---

Date Approved	March 2021
----------------------	------------

Indicative Review Date	March 2026
-------------------------------	------------

Validity	Current
-----------------	---------

Status	Original
---------------	----------

Originating Organisation	Instructus
---------------------------------	------------

Original URN	N/A
---------------------	-----

Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
-----------------------------	---

Suite	Digital Marketing
--------------	-------------------

Keywords	products and services, digital marketing, marketing campaigns, email campaigns, social media campaigns, display advertising campaigns, seasonal campaigns, product-specific campaigns, brand-awareness, re-branding, B2B, B2C, analysis, KPI, ROI
-----------------	---

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.

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

Skills

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

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	products and services, digital marketing, marketing campaigns, email campaigns, social media campaigns, display advertising campaigns, seasonal campaigns, product-specific campaigns, brand-awareness, re-branding, B2B, B2C, analysis, KPI, ROI

Overview

This standard is part of the digital marketing competence area related to the principles and theories of digital marketing. It covers compliance with ethical, legal and regulatory requirements in digital marketing. This standard is for Digital Marketing professionals who must comply with ethical, legal, regulatory requirements and codes of practice in digital marketing.

Performance criteria

You must be able to:

1. collate your organisation's policies, procedures and codes of practice in relation to digital marketing content, activities and outputs
2. recognise the penalties, consequences and reputational damage if legal, ethical, regulatory and codes of practice are not adhered to
3. check marketing content, activities and outputs against all legal and regulatory requirements
4. ensure the necessary licenses or permissions to use copyright material are in place
5. seek specialist advice when required to ensure the marketing material is legally compliant or consistent with codes of practice and ethics
6. monitor digital media activities to ensure continued compliance
7. maintain confidentiality of sensitive of information in accordance with your organisation's policies and procedures

Knowledge and understanding

You need to know and understand:

1. the broad structure of the legal system in the UK and specific legal requirements, legal roles and terminology for the nation in which you are working
2. the current policies and guidelines for social media channels
3. the relevant requirements of current legislation and regulations covering data protection
4. the relevant ethical, legal, regulatory requirements and codes of practice in relation to digital marketing content, activities and outputs
5. the rules of ethics in relation to digital marketing campaigns
6. the relevant legislation in relation to using the user data, marketing campaigns, brand awareness and promotions
7. the sources of specialist information and advice, and when and how to access them
8. the penalties of copyright breach, defamation and breaking codes of conduct
9. the importance of monitoring digital media activities and comments

Skills

- analytical
- organised
- methodical
- integrity
- problem solving

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	legal, regulatory, compliance, digital marketing, marketing content, marketing campaigns, email campaigns, social media platforms, display advertising campaigns, data protection, ethics, code of practice, confidentiality, copy writing

Overview

This standard is part of competence area related to developing content, storytelling and influencing for digital marketing. It covers writing and creating content for multiple digital platforms. Creating digital content is an essential part of digital marketing campaigns. The content may be in various forms that include video podcasts, blogs, advertisements, and e-marketing and include case studies, newsletters, advertising, promotions, or it could be a content for your website. Content marketing is one of the most effective promotional techniques that drive your leads and increase online interaction with target audience. You understand the benefits of content marketing and apply these to promote your products, services or brands. Based on analysis of your content performance you evaluate the success of your content and make relevant adjustments, where required to ensure you retain your audience. This standard is for Digital Marketing professionals who are involved in writing and creating content for multiple platforms.

Performance criteria

You must be able to:

1. carry out marketing research to identify your customers' interests, needs, behaviours and motivations
2. define your target audiences in accordance with market segmentation
3. identify your organisation's competitive advantage or unique selling point (USP)
4. create content for target audiences in text and visual formats
5. develop additional animation, graphic or video elements to amplify your content
6. ensure your content is unique to maximise attention of your target audiences
7. publish content that builds upon search engine optimisation (SEO) ranking
8. publish and promote your content on your website, and other digital platforms and ensure that they are linked
9. use the range of interactive activities to connect and engage with your target audiences
10. identify improvements to your online content and make changes, where required
11. follow the legal, regulatory and ethical requirements relating to marketing activities

Write and create content for multiple digital platforms

Knowledge and understanding

You need to know and understand:

1. the principles of marketing research and segmentation
2. your customers' interests, needs, behaviours and motivations
3. what is meant by competitive advantage or unique selling point (USP)
4. how to maximise attention of your target audiences
5. the content planning techniques in accordance with marketing research and segmentation
6. the range of the formats and styles for your content
7. the graphic design role and its core concepts
8. the relationship between platforms and their interface
9. the copywriting and editing skills for various audiences and multiple digital platforms
10. the wider dangers of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
11. the video, audio, podcasting, images and social media stories
12. how to create relevant, content-focused descriptions for any products, services or brands
13. the variety of animation, graphic or video elements for your content
14. the variety of links to build search engine optimisation (SEO) search ranking
15. the importance of search engine optimisation (SEO)
16. the range social media channels or other digital platforms for publishing and promoting your content
17. the elements and features of your content and how to test their functionalities
18. the interactive activities to connect and engage with your target audiences
19. how to optimise performance of key channels
20. the key performance indicators (KPIs)
21. the monitoring techniques for marketing content performance
22. the analytical platforms and CRM systems
23. how to report on the numbers and quality of leads
24. why your content needs to be reviewed on a regular basis
25. the legal, regulatory and ethical requirements in relation to marketing activities

Write and create content for multiple digital platforms

Skills

- analytical
- organised
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- innovative
- keeping to deadlines

Write and create content for multiple digital platforms

Developed by Instructus

Version Number 1

Date Approved March 2021

Indicative Review Date March 2026

Validity Current

Status Original

Originating Organisation Instructus

Original URN N/A

Relevant Occupations Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist

Suite Digital Marketing

Keywords products and services, digital marketing, marketing content, marketing campaigns, email campaigns, social media platforms, display advertising campaigns, webinars, re-branding, analysis, SEO, blogs, posts, podcasts, analytics, digital platforms

Maintain and promote brand's online presence

Overview

This standard is part of competence area related to the promotion of digital marketing content, It covers maintaining and promoting brand's online presence. Your brand represents your organisation. You build and maintain the digital strategy to maintain brand loyalty from your customer base. Your online presence consists of visual elements and copy which reflects your brand identity and values. You also maintain all digital marketing collateral, manage online media channels and monitor regulatory, legal and ethical compliance. This standard is for Digital Marketing professionals who are involved in maintaining and promote brand's online presence.

Maintain and promote brand's online presence

Performance criteria

You must be able to:

1. maintain and promote your organisation's digital presence
2. define your brand's digital strategy for your target audiences
3. ensure your direct marketing content is unique
4. develop digital content for your brand
5. develop the relevant digital marketing content and keep the content up to date
6. identify and maintain promotional channels for your brand
7. ensure your website reflects your brand identity and values
8. engage with social media influencers to promote your brand
9. follow the legal, regulatory and ethical requirements relating to marketing activities

Maintain and promote brand's online presence

Knowledge and understanding

You need to know and understand:

1. your organisation's values, key message and mission statement
2. the digital brand strategy
3. the target audiences for your brand
4. your brand identity and its salience in the marketplace
5. the visual content for your brand
6. the relationship between digital platforms and their interface
7. the wider implications of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
8. the importance of ensuring your brand's unique identity and that it does not breach or replicate other existing brands
9. the principles of creating digital marketing content
10. why the digital content need to be kept current and updated on a regular basis
11. the digital media channels for promotion of your brand
12. your brand's performance and its optimisation on social media or a website
13. how to engage with influencers on social media
14. why it is important to review and update your digital presence on a regular basis
15. the legal, regulatory and ethical requirements in relation to marketing activities

Maintain and promote brand's online presence

Skills

- analytical
- methodical
- organised
- integrity
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- innovative
- evaluate
- keeping to deadlines

Maintain and promote brand's online presence

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	products and services, digital marketing, digital content, online marketing tools, marketing collateral, social media platforms, paid media, digital advertising campaigns, brand identity, brand equity, re-branding, analysis, digital platforms

Overview

This standard is part of competence area related to developing content, storytelling and influencing. It covers promotion of content through social media channels, CRM systems and digital platforms. You create content relevant to your target audience, amplify the reach and engagement using paid media, influencers and apply search engine optimisation (SEO) to maximise audience reach. This standard is for Digital Marketing professionals who are involved in promoting content through social media channels, CRM systems and digital platforms.

Performance criteria

You must be able to:

1. identify your target audiences
2. develop the relevant campaigns and promotional tools for your target audiences
3. create the relevant content for your campaigns
4. use owned, earned or paid media for promotion of your content
5. use search engine optimisation (SEO) for wider reach and engagement with your target audiences
6. identify and engage with relevant influencers
7. monitor engagement and review your campaigns, promotion methods, use of social media channels and make relevant amendments
8. keep your content updated on a regular basis
9. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your target audiences in line with market segmentation
2. the relevant campaigns for promotion of your content and the different messages for your audiences
3. how to copywrite for various audiences and channels
4. application of video, audio, podcasting, images and social media stories
5. the range of social media channels
6. the customer relations management (CRM) systems
7. why you need to keep your content updated on a regular basis
8. the range of interaction activities for wider engagement on social media
9. how to deploy influencer marketing as part of your content creation process
10. the differences, benefits and drawbacks of owned, earned or paid media
11. the wider dangers of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
12. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- storytelling
- selling
- enthusiastic
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- innovative
- evaluate
- keeping to deadlines

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coordinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	products and services, digital marketing, marketing materials, marketing content, social media channels, digital media, advertising campaigns, search engine optimisation, customer relationships management, influencers, digital media tools, promotion

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-pacing 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

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
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

Overview

This standard is part of competence area related to digital technologies, channels and platforms. It covers developing skills and competences about social channels and digital platforms. As a digital marketer, you promote products, services and brands with your target audience using social media channels and platforms. The important skills include strong communication skills, creativity, knowledge of social media management and scheduling tools, analytical and reporting skills, understanding of social media advertising and post-boosting techniques, research and planning abilities. All these skills enable you to expand the reach of your content, stay up to date with social media trends and best practices, maintain your business presence on social media and increase the revenue. This standard is for Digital Marketing professionals who are involved in developing skills and competencies about social media channels and digital platforms.

Performance criteria

You must be able to:

1. develop social media campaigns aimed at your target audiences
2. identify the objectives for the marketing activities
3. create and launch the social media campaigns
4. collect information required for content creation for the target audiences
5. create visual and descriptive content about your products and services
6. tailor your content in the format relevant for each social media channel and digital platform
7. amplify your platform-specific content with relevant hashtags
8. refine, update and schedule content on a regular basis
9. optimise your online content with relevant keywords to increase the leads and interactions with your target audiences
10. use relevant social media management and scheduling tools for targeting your audiences and interaction with them
11. use the relevant software for content promotion
12. collate and interpret the data by using the analytical tools and software
13. evaluate the performance of social media marketing activities and make changes, where required
14. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your organisation's products and services
2. your target audiences
3. the types of social media campaigns
4. the range of social media channels and digital platforms
5. how to create the relevant social media campaigns
6. the key messages for each target audiences
7. the hashtags for your content
8. the search engine optimisation (SEO)
9. how to optimise your online content with relevant keywords
10. the social media management and scheduling tools
11. the analytical and reporting tools
12. how to evaluate your social marketing performance against set metrics
13. why it is important to refine, update and schedule content on a regular basis
14. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- innovative
- keeping to deadlines

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	digital interfaces, products and services, digital marketing, marketing strategy, marketing content, marketing collateral, social media platforms, social media channels, scheduling tools, optimise, marketing software, analysis, analytics

Overview

This standard is part of competence area related to the digital technologies, channels and platforms. It covers creating, managing and modifying web pages with content management systems (CMS). The website ensures your products, services or brands are visible and targeted to the correct audience. You can create, edit, publish and continuously update website content. Increase the search engine ranking by keeping the content regularly updated, relevant and fresh. You are familiar with different types of content management systems. You understand multimedia platforms and how to maximise reach through links to social media platforms. This standard is for Digital Marketing professionals who are involved in creating, managing and modifying web pages with content management systems (CMS).

Performance criteria

You must be able to:

1. confirm the features and the content for your products, services or brands
2. research the range of current content management systems (CMS)
3. identify the type of CMS software, its features and limitations
4. select the design and page templates for your website
5. plan structures and levels for your website navigation
6. group the navigation structures into a primary, secondary, and tertiary sets
7. use the navigation tools and content display options
8. develop pages containing main topics and sub-topics
9. create the content or set of documents for relevant pages of your website
10. ensure the clickable and non-clickable elements are clearly visible
11. apply brand guidelines when developing website design and content
12. label icons, images and other elements accordingly
13. standardise all graphic objects in the size that fits the visibility of your pages
14. refine, update and schedule web page content on a regular basis
15. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your products, services or brands and their features
2. the range of current content management systems (CMS)
3. the principles of research to identify the type of CMS software to use
4. the features and limitations of chosen CMS software
5. the layout and templates for your website
6. the primary, secondary, and tertiary sets for navigation structures
7. the navigation tools and content display options
8. the website templates
9. the topics and sub-topics for your website pages
10. the web page interface and its size options
11. the content elements for your website pages
12. the difference between clickable and non-clickable elements
13. how to label icons, images and other elements
14. how the design should match the consistency of your products, services or brands
15. why it is important to refine, update and schedule content on a regular basis
16. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- evaluate
- innovative

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	content management systems, content management platforms, products and services, digital marketing, marketing strategy, marketing content, social media, marketing software, analysis, analytics, website, templates, graphics, navigation tools

Overview

This standard is part of competence area related to carrying out analysis and evaluation. It covers managing, evaluation and reporting on digital marketing campaigns. As a digital marketer, you are responsible for creating, designing and running marketing campaigns. You devise a plan for your campaigns, identify the goals and objectives and develop strategies to support them. You use the set of management tools for meeting the needs of your audience. You use search engine optimisation, paid or sponsored search listings to ensure your audience see your products, services or brands. You understand that it is important to test and monitor your campaigns, evaluate their performance and analyse the results. You handle your campaigns through range of marketing campaign software features. Ongoing evaluation and assessment of your marketing campaigns are keys to ensuring your campaigns remain relevant and reach target audience. You know how to report on the marketing campaigns' results and performance. This standard is for Digital Marketing professionals who are involved in managing, evaluation and reporting on digital marketing campaigns.

Performance criteria

You must be able to:

1. establish the objectives for digital marketing campaigns
2. identify your target audiences
3. confirm the budget for your digital marketing campaigns
4. identify your marketing campaigns' management tools
5. confirm the relevant content for your marketing campaigns
6. test and launch your marketing campaigns
7. choose the relevant marketing campaign management software
8. allocate resources for managing your direct marketing campaign(s)
9. establish specific times and deadlines for the various elements of the campaigns
10. agree timelines for campaign reviews and requirements for content updates
11. monitor responses and feedback to marketing campaigns
12. customise the dashboard for monitoring analytics and link tracking
13. compare your results with initial goals and objectives to identify trends and make adjustments
14. create and monitor customers' journey to capture their actions or purchasing decisions
15. align the content with customers' needs and interests
16. report on overall marketing campaigns' results, individual metrics, relevant actions, conclusions and recommendations
17. review the budget in accordance with evaluation results and reports on marketing activities
18. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your goals and objectives for direct marketing campaigns
2. your target audiences and their demographics
3. how to devise digital marketing campaigns
4. the budget for your marketing campaigns
5. the key performance indicators (KPIs)
6. why the digital marketing campaigns need to be tested
7. the tools required for your marketing campaigns' content
8. the direct marketing campaign management software relevant to the campaign
9. the resources required for evaluating and managing responses to your marketing campaigns
10. the project planning tools
11. why it is important to review and update your content on a regular basis
12. how to collate feedback and monitor responses to marketing campaigns
13. the multi-channel and lead tracking
14. the real-time alerts, or sales alerts
15. dashboards for monitoring analytics and link tracking
16. how to evaluate your digital marketing campaigns' performance against specified metrics
17. the actions and lessons learnt from marketing campaigns' analysis
18. the customers' journey
19. how to review and update the budget
20. the legal, regulatory and ethical requirements in relation to marketing activities

Manage, evaluate and report on digital marketing campaigns

Skills

- analytical
- methodical
- logical
- organised
- communication
- listening
- storytelling
- collaborating
- problem solving
- sense making
- using digital technology
- creativity
- innovative
- evaluate
- keeping to deadlines

Manage, evaluate and report on digital marketing campaigns

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	digital marketing campaigns, products and services, digital marketing, marketing strategy, marketing content, social media platforms, marketing software, analysis, analytics, digital platforms, SEO, customer loyalty, evaluation, reporting,

Overview

This standard is part of competence area related to carrying out analysis and evaluation. It covers the use of analytical tools to evaluate performance of digital marketing activities. Your analytics will cover online activities related to websites and social media platforms. The details you collect enable you to assess how well your marketing activities are performing and potential actions to take. You know how the data is managed, handled and essentially protected. Based on the results' analysis, you also review and adjust your digital content. This standard is for Digital Marketing professionals who use analytical tools to evaluate performance of digital marketing activities.

Performance criteria

You must be able to:

1. research and select the range of analytical tools and data management platforms (DMPs)
2. carry out competitor and sector analysis to help inform your digital marketing strategy and tactics
3. track, monitor and analyse specific data sets that support the digital marketing function
4. analyse the data to identify trends and insights
5. assess how your activities are performing in comparison to your competitors
6. identify the action points arising from results of your analysis
7. make recommendations and identify opportunities across all digital marketing activities including audiences, targeting, messaging, channels, content and customer journey
8. review and adjust your digital content
9. expand the use of analytical tools and platforms depending on your needs and types of data
10. understand your organisation's data protection policies and procedures
11. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. the direct marketing campaign
2. your organisation's data protection policies and procedures
3. the range of analytical tools and data management platforms (DMPs)
4. how to integrate data management platform into the media channels for marketing activities
5. the types of data
6. the range of activities for analysis, including audiences, targeting, messaging, channels, content and customer journey
7. the range of marketing analytics tools
8. the principles of digital marketing analytics
9. the data protection legislation
10. how to use data for analysis, targeting, measurement and content improvement
11. the action points arising from results of your analysis
12. why it is important to review and adjust your digital content
13. how to keep your knowledge of analytical tools and platforms up to date
14. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- collaborating
- problem solving
- sense making
- numeracy
- using digital technology
- innovative
- evaluate
- keeping to deadlines

Developed by	Instructus
Version Number	1
Date Approved	March 2021
Indicative Review Date	March 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Assistant; Digital Marketing Coocrdinator; Digital Marketing Executive; Digital Marketing Lead; Digital Marketing Manager; Digital Marketing Occupations; Digital Marketing Officer; Digital Marketing Specialist
Suite	Digital Marketing
Keywords	analysis, analytical tools, data, data management platforms, products and services, digital marketing, marketing strategy, marketing content, marketing campaigns, social media platforms, marketing software, digital platforms, SEO, customer journey, evalua