INSDGM006

J7W8 04 - Promote content through social media channels, CRM systems and 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

INSDGM006

J7W8 04 - Promote content through social media channels, CRM systems and digital platforms

Developed by	Skills CFA
Version Number	1
Date Approved	03 Mar 2021
Indicative Review Date	30 Mar 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing AssistantDigital 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 materials, marketing content, social media channels, digital media, advertising campaigns, search engine optimisation, customer relationships management, influencers, digital media tools, promotion