INSDGM001

J7WA 04 - Develop and implement digital marketing strategies

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.

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

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

Skills

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

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