INSDGM004

# J7WC 04 - Write and create content for multiple digital platforms

## 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

## 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

## Skills

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

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