INSDGM010

J7WD 04 - Manage, evaluate and report on digital marketing campaigns

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 marketeer, 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

Skills

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

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