INSDGM011

J7WE 04 - Use analytical tools to evaluate performance of digital marketing activities

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

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