

INSDGM001 - Develop and apply the concept principles and theories of digital marketing

Overview

This standard is part of the digital marketing competence area related to digital marketing strategies. It covers developing and applying the concept principles and theories of digital marketing. The principles and theoretical frameworks for digital marketing include all strategies with primary aim of best reaching your audience online. You implement concept principles and theories through 5D of digital marketing that involve using digital devices, digital platforms, digital media, digital data and the range of digital technologies. You create the relevant content that gets the right attention of the right audience with the most efficiency. You ensure that your message is clear and succinct. You amplify your content with additional infographics and video elements. To drive your content forward, you research your target customers, concentrate on their needs and wants and develop long-standing relationships with them. You understand the consumer decision-making process. To promote and strengthen your content, you engage with other businesses and know your market competitors. You use the essentials of digital marketing that include analytics, social media, email campaigns, search engine optimisation (SEO), pay-per-click (PPC), mobile marketing. You are competent in marketing theories that include Ansoff matrix, balanced scorecard, the marketing communications mix, SWOT analysis, stakeholder mapping and Porter's five forces. This standard is for Digital Marketing professionals on supervisory or managerial levels who are involved in developing and applying the concept principles and theories of digital marketing.

Performance criteria

You must be able to:

1. develop your marketing content with defined key message for your target audience
2. identify and develop additional visual and video elements to amplify your content
3. assess benefits and drawbacks of various social media platforms to inform the most suitable choice for connecting with your customers
4. carry out market segmentation to determine who your customers are
5. collate factors that influence customers' purchasing decisions
6. analyse the customers' decision-making processes
7. identify strategic stages of maintaining a rapport with your customers
8. ensure your digital marketing campaign maintains regular interaction with your customers
9. identify options for marketing communications mix in terms of promotion, public relations, and advertising
10. identify the strategies to follow and inform the relevant tactics for the marketing activities
11. assess your organisational business functions and their external outcomes against strategic management performance metrics
12. develop strategic plan for your marketing campaigns and optimise their performance
13. carry out SWOT analysis (strengths, weaknesses, opportunities and threats) to identify strategic directions of your marketing activities
14. perform stakeholder analysis to identify how they are connected and the ways they can influence promotion of your content
15. analyse the competitiveness of your marketing activities through Porter's five forces framework
16. 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 content creation
2. the key message to deliver to your target audience
3. the relevant marketing theories and analysis tools
4. the graphic and video software for creating additional posts and podcasts
5. the market segmentation principles
6. the factors influencing customers' purchasing decisions
7. the customers' decision-making processes
8. why it is important to maintain a rapport with your customers
9. how to maintain regular interaction with your customers
10. the marketing communications mix
11. the options for promotion, public relations, and advertising
12. the relevant the strategies and tactics that inform the marketing activities
13. your organisational business functions and strategic management performance metrics
14. how to develop strategic plan for your marketing campaigns
15. the methods of performance optimisation
16. the strategic directions of your marketing activities
17. the principles of SWOT analysis (strengths, weaknesses, opportunities and threats)
18. the methods and purpose of stakeholder analysis
19. the competitiveness of your marketing activities and the relevant framework for assessing these
20. the legal, regulatory and ethical requirements relating to marketing activities

Relevant Occupations Digital Marketing Executive, Digital Marketing Manager, Digital Marketing Analyst

Suite Digital Marketing

Keywords products and services, digital marketing, marketing campaigns, email campaigns, social media campaigns, display advertising campaigns, public relations, product-specific campaigns, brand-awareness, SWOT, analysis, KPIs, search engine optimisation (SEO), pay-per-click (PPC), mobile marketing, marketing theories