

INSDGM002 - Develop and implement digital marketing strategies

Overview

This standard is part of the digital marketing competence area related to digital marketing strategies. It covers developing and implementing digital marketing strategies. These strategies can dovetail many processes with iterative loops. After your digital marketing plan is defined in accordance with your business goals, you will carry out series of audits to identify opportunities and build your foundations that may involve a new website, curating an email list, or an implementation of search engine to maximise your return on investment (ROI). The overall digital marketing strategies aim to achieve the following main objectives – expansion of business prospects, identification of additional leads and increasing the profitability or brand awareness through relevant activities. The range of strategies can be paid or organic: search engine optimisation (SEO) and search engine marketing (SEM). These may include Pay-Per-Click (PPC) marketing, content marketing through blogging and article writing, webinars, downloadable content offers, email campaigns, social media channels, video productions, website creation, landing page strategy, call-to-action strategy, infographic design, lead nurtures strategy and public relations (PR). 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
3. create the baseline metrics to capture the outcomes and goals of 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 owned, earned and paid
9. collaborate with digital content designers involved in building marketing content, video productions, webinars, blogs, press releases and podcasts
10. manage marketing activities linked to the customer expectations, day-to-day management of websites, paid and organic media channels
11. create a web and social media presence across relevant digital channels to boost brand awareness or profitability
12. monitor and increase website traffic through the relevant marketing activities
13. manage all traffic acquisition channels including paid, organic and social platforms
14. collate and convert the traffic from anonymous website visits into identifiable leads
15. cooperate with relevant colleagues or teams to enable them to action on leads and maximise the profitability or brand awareness
16. analyse and report on data to evaluate digital marketing strategy across the business
17. analyse the return on investment (ROI) ratio

18. manage digital marketing performance reporting and measurement of KPIs, with performance reviews and strategy updates
19. identify and review the relevant technologies to keep the strategies at the forefront of developments in digital marketing
20. manage relationships with external agencies and associates, where required

Knowledge and understanding

You need to know and understand:

1. the range of your current digital marketing plans and activities
2. how to carry out audits to identify the marketing opportunities
3. the processes and metrics for measuring the outcomes and goals of marketing strategies
4. the difference between paid and organic marketing strategies
5. the variety of digital marketing strategies in accordance with their aims and objectives
6. the relevant marketing technologies, platforms, channels and scheduling tools
7. the competitor and sector analysis for development of digital marketing strategies and tactics
8. the internal and external processes for delivery of digital marketing and content strategies
9. how to prepare and implement the marketing strategies across teams or overall business
10. the digital content marketing owned, earned and paid
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. the methods of performance reviews and strategy updates as a result of analysis
18. the ways of collaboration with external agencies or individual associates
19. why it is important to update your knowledge of digital marketing tools and technologies
20. the legal, regulatory and ethical requirements relating to development and implementation of digital marketing campaigns

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, seasonal campaigns, product-specific campaigns, brand-awareness, re-branding, B2B, B2C, analysis, KPI, ROI