

INSDGM003 - Plan and deliver digital marketing campaigns

Overview

This standard is part of the digital marketing competence area related to digital marketing strategies. It covers content creation, planning and delivering digital marketing campaigns through development of an online strategy with aim to promote business products or services through engagement with target audience, traffic and conversions. You will ensure that the digital marketing campaign is in accordance with business objectives and key performance indicators (KPIs) to get the desired outcomes. The range of digital marketing campaigns may include traditional media campaigns, display advertising campaigns, seasonal or product-specific campaigns, brand-awareness or re-branding and email campaigns. These can be business to business (B2B) and business to consumer (B2C). The process of planning and running digital marketing campaigns may involve many iterative loops as part of cyclical activities. This standard is for Digital Marketing professionals who are involved in planning and delivering digital marketing campaigns.

Performance criteria

You must be able to:

1. collate the products, brands or services required for the campaign
2. create and manage social media strategy, including B2B and B2C channels
3. identify the goals for the digital marketing campaigns
4. identify your target audience and the type of campaign for implementation
5. identify and agree the key performance indicators (KPIs) for marketing campaigns
6. collate your previous digital marketing campaigns for comparison and lessons learnt
7. collate and analyse your competitors' digital marketing campaigns
8. define the message for your digital marketing campaign and plan the content creation
9. plan marketing campaigns in accordance with agreed budget and time scales
10. identify the relevant mediums, channels or platforms for running the campaigns
11. develop integrated digital marketing campaigns from concept to execution
12. devise digital campaigns with aim to engage, inform and motivate the target audience
13. create and monitor digital marketing campaigns across targeted mediums, channels or platforms in line with pre-set cost controls and target response rates
14. use performance or search metrics to identify trends and insights
15. optimise performance of digital marketing campaigns
16. measure and evaluate the performance of digital marketing campaigns against set objectives
17. report on the impact of digital marketing campaigns and identify the areas for improvement
18. review the objectives of digital marketing campaigns based on previous reports
19. follow legal, regulatory and ethical requirements relating to running digital marketing campaigns

Knowledge and understanding

You need to know and understand:

1. the range of products or services offered or available at your organisation
2. how to set goals for marketing campaigns
3. the types of marketing campaigns to suit the desired purpose and results

4. the key performance indicators (KPIs) and Return on Investment (ROI) for marketing campaigns
5. the approved budget and time scales for campaigns
6. the library of previous marketing campaigns
7. how to research the markets for competitors' marketing campaigns
8. the methods of analysis and benchmarking
9. how to define the message and develop the content for marketing campaign
10. how to develop the campaign from the concept to execution
11. the range of social mediums, channels or platforms for running the campaigns
12. the strategic factors for choosing the relevant social medium, network or a platform for running the campaign
13. how to ensure your campaigns engage, inform and motivate the target audience
14. the methods of monitoring the campaigns and measuring their performance
15. the pre-set cost controls and target response rates
16. the trends of insights arising as a result of analysis of campaigns against set objectives
17. the methods of optimisation of spend and performance of digital marketing campaigns
18. how to gauge the impact of digital marketing campaigns
19. why it is important to review the marketing campaigns' performance on a regular basis
20. the legal, regulatory and ethical requirements relating to running 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