

Overview

This standard is part of the digital marketing competence area related to digital marketing strategies. It covers developing methodologies for application of digital marketing mix that addresses the same aspects as the traditional marketing mix with 4Ps - price, place, promotion and product, although in the digital marketing context. The mix can be further expanded to 7Ps that include physical evidence, people and processes. You use market segmentation as a key tool for any product, service, brand or context to become part of a valuable, relevant and successful marketing campaign. You research, identify and group the end users based on their commonalities and shared characteristics, such as interests, needs, behaviours and motivations. You then optimise the delivery of your products, services, brands or content for the right users in the right place and at the right time. You will also analyse the range of distribution channels to sell and promote your products, services, brands or context. The sales options can vary from warehouse, high street retailer, through online platform or as e-commerce option. To drive everything forward, you define promotion plan that refers to your advertising, marketing, and sales techniques. It is important to develop methodologies and structures in the planning, executing, evaluation and re-evaluation of their strategies and business activities. This standard is for Digital Marketing professionals who are involved in development of methodologies for application of digital marketing mix.

Performance criteria

You must be able to:

1. research, identify and collate your customers' interests, needs, behaviours and motivations
2. analyse the collated information to identify the trends and insights
3. carry out market segmentation in accordance with chosen type, such as demographic, geographic, behavioural, psychographic and etc
4. group your target customers by their commonalities and shared characteristics
5. identify products and services that meet the needs of the target customers
6. analyse how your products and services fit into the current markets and how they compare to other market competitors
7. identify your customers' perceived value of your products and services
8. collate and analyse the data to inform market segmentation and align it with your pricing strategy
9. devise the pricing strategy matrix with higher and lower bands of quality against prices
10. analyse the products' or services' price range in a matrix to identify the types of pricing
11. analyse your target customers' buying behaviours and preferences against your selling capacity
12. analyse the range of distribution channels and channel intermediaries for promotion of your products and services
13. identify the options, benefits and drawback of each distribution channel and channel intermediary
14. compare your policies, procedures and strategies to your distributors to identify synergies
15. ensure your products and services are accessible to your target customers
16. take actions to deliver your products or services to target customers
17. analyse changes during the product life cycle (PLC)

18. evaluate your distribution channels and make the changes, if required
19. analyse your advertising, marketing, and sales techniques to find the most suitable methods of promotion
20. optimise performance of key channels through search engine optimisation (SEO)
21. monitor performance of sales against key performance indicators (KPIs)
22. ensure your products and services are supported with physical evidence to prove their legitimacy and quality
23. review and evaluate the methodologies and structures in the planning and executing your strategies and business activities
24. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. the range of products, services, brands or content
2. your customers' interests, needs, behaviours and motivations
3. the commonalities and shared characteristics of your target customer groups
4. the principles of customer lifecycle and customer relationships
5. the product life cycle (PLC)
6. the principles of marketing research and segmentation
7. the market segmentation types, including demographic, geographic, behavioural, psychographic
8. the benefits and drawbacks from each segmentation type
9. the data derived from each market segmentation type
10. the analysis tools for data-led approach to marketing plans and activities
11. the benchmarking techniques for comparison of current markets and market competitors in relation to your products and services
12. the competitor and sector analysis for development of digital marketing strategies and tactics
13. how to analyse and identify the perceived value of your products and services to define your pricing strategy
14. the pricing strategy matrix with higher and lower bands of quality against prices
15. the types of prices in accordance with pricing matrix
16. your target customers' buying behaviours and preferences
17. the range of distribution channels and channel intermediaries for promotion of your products and services
18. the benefits and drawbacks of distribution channels and channel intermediaries
19. your marketing and distribution policies, procedures and strategies and how these fit with your distributors' processes
20. the actions to take for delivery of your products or services to target customers
21. the relevant marketing technologies, platforms, distribution channels and scheduling tools
22. why you need evaluate your distribution channels
23. the advertising, marketing, and sales techniques in relation to promotion of your products and services
24. the search engine optimisation (SEO)
25. the key performance indicators (KPIs)
26. the importance of your products and services being supported with physical evidence
27. the legal, regulatory and ethical requirements in relation 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, seasonal campaigns, product-specific campaigns, brand-awareness, re-branding, B2B, B2C, analysis, KPI, ROI