

## INSDGM006 - Write and create content for multiple platforms

### Overview

This standard is part of competence area related to developing content, storytelling and influencing for digital marketing. It covers writing and creating content for multiple platforms. Creating digital content is an essential part of digital marketing strategy. The content may be in various forms and formats that include video podcasts, webinars, presentations, white papers, social media posts, infographics, blog posts, e-books, case studies, newsletters, or it could be a content for your website. Content marketing is one of the most effective promotional techniques that drive your leads and increase online interaction with target audience. You understand the benefits of content marketing and apply these to promote your products, services or brands. The content you create is one of the main search engine optimisation (SEO) factors. You collate various types of links (inbound, outbound or internal) that are tied to your content. To engage with your target audience, you utilise the range of various interactions, such as going live, webinars, polls and quizzes, stories or upload the video content. You also keep your target audience attention by posting regular updates, news, Q&A sessions, calls of action or next events to follow. Based on analysis of your content performance you evaluate the content, or individual content elements and styles and make relevant adjustments, where required. This standard is for Digital Marketing professionals who are involved in writing and creating content for multiple platforms.

### Performance criteria

#### You must be able to:

1. carry out research to identify your customers' interests, needs, behaviours and motivations
2. define your target audience in accordance with market segmentation
3. identify your competitive advantage or unique selling point (USP)
4. ensure your content is unique to maximise attention of your target audience
5. plan your content and give it a relevant headline and subheading, if required
6. develop relevant content in the format and style to suit your target audience needs and interests
7. focus on the key subject and create description for any products, services or brands
8. develop additional animation, graphic or video elements to amplify your content
9. collate the relevant links to build SEO search ranking
10. develop your inbound link profile
11. upload your content onto the social media or other digital platforms and test its display or performance
12. publish and promote your content on social media and other digital platforms
13. ensure that all elements and features of your content are working
14. use the range of interactive activities to connect and engage with your target audience
15. implement a formal SEO strategy
16. optimise performance of key channels through search engine optimisation (SEO)
17. monitor performance of content marketing against key performance indicators (KPIs)
18. use analytical platforms and CRM systems to report on the numbers and quality of leads
19. build regular analytical reporting
20. compare the analytics from different types of content marketing
21. identify improvements to your online content and make changes, where required
22. follow the legal, regulatory and ethical requirements relating to marketing activities

## Knowledge and understanding

### You need to know and understand:

1. the types of marketing research and segmentation
2. your customers' interests, needs, behaviours and motivations
3. what is meant by competitive advantage or unique selling point (USP)
4. how to maximise attention of your target audience
5. the content planning techniques in accordance with marketing research and segmentation
6. the range of the formats and styles for your content
7. the graphic design role and its core concepts
8. the relationship between platforms and their interface
9. the copywriting and editing skills for various audiences and channels
10. the wider dangers of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
11. how to handle civil cases against individual and corporate posts on social media
12. how to deal with SCAMS
13. the cyber security issues
14. the video, audio, podcasting, images and social media stories
15. how to create relevant, content-focused descriptions for any products, services or brands
16. the variety of animation, graphic or video elements for your content
17. the variety of links to build SEO search ranking
18. the importance of search engine optimisation (SEO)
19. the range social media or other digital platforms for publishing and promoting your content
20. the elements and features of your content and how to test their functionalities
21. the interactive activities to connect and engage with your target audience
22. how to optimise performance of key channels
23. the key performance indicators (KPIs)
24. the monitoring techniques for marketing content performance
25. the analytical platforms and CRM systems
26. how to report on the numbers and quality of leads
27. the frequency of analytical reporting
28. the benchmarking techniques for comparison of performance between different contents or content elements
29. why your content needs to be reviewed on a regular basis
30. 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 content, marketing campaigns, email campaigns, social media platforms, display advertising campaigns, seasonal campaigns, webinars, re-branding, analysis, KPIs, SEO, blogs, posts podcasts, analytics, digital platforms, promotion, newsletters