

INSDGM008 - Promote content through media channels, CRM systems and communication platforms

Overview

This standard is part of competence area related to developing content, storytelling and influencing for digital marketing. It covers promoting content through media channels, CRM systems and communication platforms. When it comes to content marketing you embrace the wide diversity of social media channels, communication methods and personalise the engagement through CRM systems. You will use the CRM for the following activities: contact management, interaction tracking, lead management, email integration, document management, quotes and proposals management, workflow automation. You identify your goals and metrics, carry out research to identify your target audience, create relevant content, amplify the reach and engagement through social media channels and evaluate the results. You use blog posts, social media channels, or company website to maximise distribution of your content. You also deploy mobile apps, use guest or partner blogging and variety of publishing, including online and offline. This standard is for Digital Marketing professionals who are involved in promoting content through media channels, CRM systems and communication platforms.

Performance criteria

You must be able to:

1. identify your target audience in line with market segmentation
2. choose the relevant campaigns and promotion methods for your target audience
3. create the relevant content for your campaigns
4. develop the strategy for promotion of your content
5. ensure the subscription options for marketing campaigns are in place
6. set up your RSS feed to allow your subscribers to opt-in for your content distribution
7. manage your email distribution lists, leads, documents and interactions on CRM system
8. keep your content updated on a regular basis
9. use the analytical tools for search of influencers with social authority or domain authority
10. analyse the statistics and connect with chosen influencers
11. develop working relationships with influencers to build up comment marketing
12. engage with influencers and your target audience to strengthen your brand and reputation
13. expand the reach of your audience with guest posting or community posting
14. use owned, earned or paid media for promotion of your content
15. use search engine optimisation (SEO) for wider reach and engagement with your target audience
16. collate data from interactions or sales to develop actionable insights from online engagement
17. review your campaigns, promotion methods, use of social media channels and make relevant amendments
18. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your target audience in line with market segmentation
2. the relevant campaigns for promotion of your content
1. the different types of content
2. the copywriting and editing skills for various audiences and channels
3. the video, audio, podcasting, images and social media stories
4. the range of social media channels
5. the subscription options for marketing campaigns
6. how to set up your RSS feed
7. the customer relations management (CRM) systems
8. the email distribution lists, leads, documents and interactions on CRM system
9. why it is important to ensure your subscribers opt-in for your newsletters and updates
10. why you need to keep your content updated on a regular basis
11. the range of interaction activities for wider engagement on social media
12. the analytical tools for search of most popular influencers
13. the types of influencers and their representations on social media
14. how to deploy influencer marketing as part of your content creation process
15. the methods of building up comment marketing
16. the methods of online and offline advertising
17. the differences between owned, earned or paid media
18. the benefits and drawbacks of using owned, earned or paid media
19. the wider dangers of copyright breach, defamation, falling foul of the Advertising Standards Authority (ASA)
20. how to handle civil cases against individual and corporate posts on social media
21. how to deal with SCAMS
22. 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 materials, marketing content, social media platforms, display advertising campaigns, analysis, CRM, analytics, communication platforms, promotion, customers loyalty, evaluation