

INSDGM009 - Manage digital interfaces and platforms in line with marketing goals and objectives

Overview

This standard is part of competence area related to using the digital technologies, channels and platforms. It covers managing digital interfaces and platforms in line with marketing goals and objectives. Digital interfaces and platforms play an important part in interaction between computers and end-point users or customers. In the context of digital marketing, they represent a mix of visual, auditory or a combination of functional elements for digital devices. You research the functionalities of digital interfaces and platforms that support your goals and objectives. You create blog posts, infographics, e-books and videos with aim to attract leads, optimise the interaction and performance. You may use several marketing pieces of software that provide the tools for improving and managing your online marketing strategy. The digital marketing interface you decide to use needs to be integrated with relevant channels and platforms. You identify the relevant platforms and channels for interaction with your audience. These can be mobile applications, website domains, social sites and platforms. As a digital marketer, you embrace the fast-pacing world of technologies and always review the use of newly released interfaces and platforms. This standard is for Digital Marketing professionals who are involved in managing digital interfaces and platforms in line with marketing goals and objectives.

Performance criteria

You must be able to:

1. confirm your organisation's marketing goals and objectives
2. define your target audience and their expectations
3. establish relationship between customers and products and services
4. develop your digital marketing strategy against organisational goals, objectives and target audience expectations
5. collate digital interfaces and platforms that support your goals, objectives and target audience expectations
6. identify the purposes of marketing platforms and automation software against the objectives
7. identify the relevant marketing campaigns
8. analyse the tools, options and functionalities within chosen platforms and software
9. create the content for your target audience in the relevant formats
10. support video and graphic content with additional titles and text descriptions
11. include the internal link, where required
12. conduct keyword research for search engine optimisation (SEO) to identify the keywords your target audience are using
13. optimise your online content with relevant keywords to increase the leads and interactions with your target audience
14. use meta description to provide additional information about your links
15. convert leads by setting up converting landing pages and call-to-action (CTA) buttons
16. collect information about your new customers to build their loyalty
17. provide and manage the required customer support
18. review and update your previously published content
19. evaluate your digital marketing strategy and make changes, where required
20. seek exchange of ideas, tips and guidance on digital interfaces and platforms

21. search for newly released pieces of marketing software and platforms
22. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your organisation's marketing goals and objectives
2. your target audience and their expectations
3. the relationship between customers and products and services
4. your digital marketing strategy against organisational goals, objectives and target audience expectations
5. the range of digital marketing campaigns
6. how to manage multi-channel campaigns
7. the digital interfaces and platforms to support and manage your digital marketing strategy
8. the types of marketing software, including inbound and automation software
9. the purposes of marketing platforms and software
10. the tools, options and functionalities within chosen platforms and software
11. the marketing content and the variety of formats it can be created
12. how to amplify your content with additional titles, descriptions, tags, hyperlinks and other relevant elements
13. what the search engine optimisation (SEO) is used for
14. how to conduct keyword research for search engine optimisation (SEO)
15. how to increase the leads and interactions with your target audience
16. how to increase chances of appearing on top of the Search Engine Results Pages (SERPs)
17. the meta description about your links appearing on SERPs
18. the leads from interaction with your target audience
19. the converting landing pages and call-to-action (CTA) buttons
20. the types of information about your new customers
21. the methods of providing customer support
22. why it is important to review and update previously published content
23. how to evaluate your marketing strategy against goals and objectives
24. how to keep up to date with newly released pieces of marketing software and platforms
25. 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 materials, marketing collateral, social media platforms, display advertising campaigns, brand identity, brand equity, re-branding, analysis, , analytics, digital platforms, promotion, customers loyalty, evaluation