

INSDGM0012 - Manage, evaluate and report on digital marketing campaigns

Overview

This standard is part of competence area related to carrying out analysis and evaluation. It covers managing, evaluation and reporting on digital marketing campaigns. As a digital marketer, you are responsible for creating, designing and running marketing campaigns. You devise a plan for your campaigns, identify the goals and objectives and develop strategies to support them. You use the set of management tools for meeting the needs of your audience. The range of marketing tools varies from offline publications, promotions and advertisements to online activities, such as websites, social media platforms, blog posts, videos, calls for action or contests, surveys, telemarketing and many others. You use search engine optimisation, paid or sponsored search listings to ensure your audience see your products, services or brands. You understand that it is important to test and monitor your campaigns, evaluate their performance and analyse the results. You handle your campaigns through range of marketing campaign software features, such as multi-channel and lead tracking, regular scheduling and updates, customised workflows of specific aspects of your campaigns, email automation, social media marketing tools, dashboard of analytics and link tracking, budget reports and funnel reports. Assessing your marketing campaigns is a key point for successful competition of your business, including the key performance indicators (KPIs) and return on investment (ROI). You also monitor your customers' journey to identify where your customers start pursuing their interests and where they end them or complete their purchasing decisions. You know how to report on the marketing campaigns' results and performance, including the required metrics, trends, recommendations and conclusions. This standard is for Digital Marketing professionals who are involved in managing, evaluation and reporting on digital marketing campaigns.

Performance criteria

You must be able to:

1. confirm your goals and objectives for marketing campaigns
2. identify your target audience
3. identify your audience demographics, where required
4. devise the marketing strategy
5. confirm the budget for your marketing campaigns
6. identify key performance indicators (KPIs) for your marketing campaigns
7. identify your marketing campaigns' management tools
8. research the current market for similar campaigns
9. create the relevant content for your marketing campaigns
10. test and launch your marketing campaigns
11. choose the relevant marketing campaign management software
12. allocate resources for managing responses to your marketing campaigns
13. establish specific times and deadlines for your workflow
14. identify the requirements for regular revisions and updates of your content
15. monitor responses and feedback to marketing campaigns
16. use multi-channel and lead tracking
17. set the real-time alerts, or sales alerts
18. customise the dashboard for monitoring analytics and link tracking
19. calculate return on investment (ROI) ratio to evaluate the investment gains against the costs

20. compare your results with initial goals and objectives to identify trends, demands or improvements
21. evaluate your marketing campaigns' performance against specified metrics
22. adjust your campaigns in accordance with allocated actions for improvements
23. create and monitor customers' journey to capture progress of their interests or purchasing decisions
24. align the content with customers' needs and interests
25. report on overall marketing campaigns' results, individual metrics' results, relevant actions, conclusions and recommendations
26. review the budget in accordance with evaluation results and reports on marketing activities
27. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your goals and objectives for marketing campaigns
2. the specific, measurable, achievable, realistic and time-bound objectives (SMART)
3. your target audience and their demographics
4. how to devise the marketing strategy
5. what the budget for your marketing campaigns should contain
6. the key performance indicators (KPIs)
7. the types of marketing campaigns
8. why the marketing campaigns need to be tested
9. the management tools for marketing campaigns
10. the benchmarking principles for other marketing campaigns
11. the formats for your marketing campaigns' content
12. the relevant marketing campaign management software
13. the resources for managing responses to your marketing campaigns
14. the workflow management tools, times and deadlines
15. why it is important to review and update your content on a regular basis
16. how to collate feedback and monitor responses to marketing campaigns
17. the multi-channel and lead tracking
18. the real-time alerts, or sales alerts
19. the dashboard for monitoring analytics and link tracking
20. the return on investment (ROI) ratio
21. how to evaluate the investment gains against the costs
22. the principles of comparison of your initial goals and objectives against the performance results
23. how to identify trends, demands or improvements for your marketing campaigns
24. how to evaluate your marketing campaigns' performance against specified metrics
25. the actions and lessons learnt from marketing campaigns' analysis
26. the mapping principles of customers' journey
27. how to review and update the budget
28. what the marketing performance report should contain
29. how to review the budget in accordance with evaluation results and reports on marketing activities
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

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