

## INSDGM0013 - Use analytical tools to improve digital content

### Overview

This standard is part of competence area related to carrying out analysis and evaluation. It covers using analytical tools to improve digital content. Collecting data from online marketing activities is an important aspect of analysing performance of your digital content. You use data management platforms (DMPs) to collect, store and manage the data that can be used analytics, targeting, measurement and content improvement. You track a variety of metrics to capture, for example, website traffic, page views, social media interactions, online sales and sales leads, email engagement, click through rates, online advertising and many others. You may use analysis that is focused on specific channels and activities or as a benchmarking tool to perform the sector and competitor analysis. Your analytics include a variety of activities related to websites, social media, lead generation and return on income (ROI). The details you collect enable you to assess how well your marketing activities are performing or potential actions to take. You know how the data is managed, handled and essentially protected. Based on the results' analysis, you also make informed decisions or recommendations on the overall digital marketing strategy. The data driven marketing allows you to create a cohesive picture of how your content is working. This standard is for Digital Marketing professionals who are involved in using analytical tools to improve digital content.

### Performance criteria

#### You must be able to:

1. confirm your strategy in relation to marketing activities
2. confirm your organisation's data protection policies and procedures
3. research and collate the range of analytical tools and data management platforms (DMPs)
4. ensure the data management platform (DMP) is integrated into the media channels you are using for your marketing activities
5. devise the data management plan
6. identify the types of marketing activities to analyse
7. confirm the types of data to collect and analyse
8. carry out competitor and sector analysis to help inform your digital marketing strategy and tactics
9. track, monitor and analyse specific data sets that support the digital marketing function
10. analyse the data to identify trends and insights
11. assess how your activities are performing against key performance indicators (KPIs) and your competitors
12. identify the action points arising from results of your analysis
13. make recommendations and identify opportunities across all digital marketing activities including audiences, targeting, messaging, channels, content and customer journey
14. review and adjust your marketing mix and digital content
15. review the marketing strategy and recommend changes in it
16. expand the use of analytical tools and platforms depending on your needs and types of data
17. follow the legal, regulatory and ethical requirements relating to marketing activities

## Knowledge and understanding

### You need to know and understand:

1. the marketing strategy
2. your organisation's data protection policies and procedures
3. the range of analytical tools and data management platforms (DMPs)
4. how to integrate data management platform into the media channels for marketing activities
5. the data management plans
6. the types of data
7. the key performance indicators (KPIs)
8. the range of marketing activities for analysis, including audiences, targeting, messaging, channels, content and customer journey
9. the range of marketing analytics tools
10. the web analytics
11. the principles of digital marketing analytics
12. the tools of competitor and sector analysis
13. the cross-channel analytics tools
14. the data protection legislation
15. how to use data for analysis, targeting, measurement and content improvement
16. the action points arising from results of your analysis
17. why it is important to review and adjust your marketing mix and digital content
18. how the overall marketing strategy may be affected by the results of analytics
19. how to keep your knowledge of analytical tools and platforms up to date
20. 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** analysis, analytical tools, data, data management platforms, products and services, digital marketing, marketing strategy, marketing content, marketing campaigns, social media platforms, marketing software, digital platforms, SEO, customer journey, evaluation