## TSC Category
Product, Sales and Market Management

## TSC
Digital Marketing

## TSC Description
Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value proposition through the use of various digital marketing channels and platforms.

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
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<tr>
<td>Execute digital marketing campaigns across different marketing channels to promote online presence</td>
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<td>Evaluate performance of digital marketing channels and develop processes to create, integrate and improve digital marketing campaigns</td>
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<td>Define and integrate digital marketing strategies and lead evaluation of digital marketing performance and investments</td>
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### Knowledge
- Mobile marketing techniques
- Content creation guidelines across digital marketing channels
- Principles of customer-engagement marketing
- Personal Data Protection Act guidelines
- Principles of Integrated Digital Marketing
- Techniques to engage customers through digital platforms
- Digital marketing mediums and their characteristics
- Performance criteria of digital marketing channels
- Quantitative techniques to calculate Return on Investment (ROI) of digital marketing efforts
- Benefits and limitations of different digital marketing channels
- Differences and similarities between online and traditional consumer behaviour
- Personal Data Protection Act
- Technological advances in digital marketing
- Digital marketing mediums and their characteristics
- Methods for analysis of digital marketing Return of Investment (ROI)
- Integrated Digital Marketing (IDM) strategy and models
- Framework for designing an integrated digital marketing strategy
- Techniques to draw insights from marketing analytics
- Developments in emerging marketing channels
- Technological advances in digital marketing
- Digital marketing mediums and their characteristics
- Developments in emerging marketing channels
- Technological advances in digital marketing
- Digital marketing mediums and their characteristics

### Abilities
- Analyse traffic flow and conversion rates of digital marketing channels for trends
- Deploy mobile-friendly digital assets and campaigns
- Review Key Performance Indicators (KPIs) of digital marketing channels
- Calculate ROI of customer acquisition tools and digital marketing channels
- Evaluate ROI for online customer acquisition tools and digital marketing channels
- Formulate Key Performance Indicators (KPIs) for digital marketing channels

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<table>
<thead>
<tr>
<th>SKILLS FRAMEWORK FOR FINANCIAL SERVICES</th>
<th>TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT</th>
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<tbody>
<tr>
<td>• Create content for target market across digital marketing channels and media platforms</td>
<td>• Develop processes to integrate online and traditional marketing campaigns</td>
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<td>• Execute engagement plans for online customers</td>
<td>• Develop processes to create a seamless online presence over web, social, mobile and other digital platforms</td>
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<td>• Implement organisation’s data privacy policies</td>
<td>• Evaluate channel strategies that balance customer needs and business strategies</td>
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<td>• Identify trending topics across online communities and forums</td>
<td>• Develop organisational guidelines for privacy and appropriate use of personal data</td>
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<td>• Identify digital trends relevant to the organisation’s marketing strategies</td>
<td>• Make decisions on digital channel priorities</td>
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<td>• Define goals and objectives of digital marketing strategy</td>
<td>• Lead development of a seamless online presence over web, social, and mobile</td>
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<td>• Integrate digital marketing to overall marketing strategy in alignment with digital trends</td>
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<td>• Translate visions for online marketing into coherent digital marketing strategies</td>
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<td>• Lead digital channel marketing portfolio strategy</td>
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<td>• Drive strategic direction of organisation for greater returns by growing and optimising existing digital channels</td>
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