## TSC Category
Programme and Campaign Management

## TSC
E-Commerce Campaign Management

## TSC Description
Develop, manage and execute e-Commerce strategies and campaigns according to agreed timelines and budgetary requirements

### TSC Proficiency

<table>
<thead>
<tr>
<th>Description</th>
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<tr>
<td>Conduct pre-campaign testing of online campaign activities and online portals and collect information pertaining to campaign performance</td>
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<tr>
<td>Implement and monitor e-Commerce campaigns activities and collaborate with partners closely</td>
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<td>Develop detailed e-Commerce campaigns, liaise with partners to enhance online awareness, website and campaign visibility and manage campaigns</td>
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<td>Drive e-Commerce campaign development, implementation and review the effectiveness of campaign to achieve organisational objectives</td>
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### Knowledge

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- Objectives of e-Commerce campaigns
- Types of online mechanics and activities
- Types of products and/or services to be advertised
- Types of mobile, online and social media platforms
- Pre-campaign testing evaluation criteria
- E-Commerce strategies
- E-Commerce campaign management tactics
- Data analytics
- Methods to advertise products online
- Campaign messages schedules
- Campaign evaluation tools and methods
- E-Commerce strategies
- Objectives of campaigns
- Types of customer satisfaction
- Campaign evaluation tools and methods

### Abilities

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- Contribute ideas for e-Commerce campaign development
- Collect information pertaining to past campaign performance, mobile, online and social media platforms
- Perform continuous pre-campaign testing of online mechanics and activities
- Refine online mechanics and activities, mobile, online and social media platforms based on pre-testing
- Collect data for campaign effectiveness evaluation for ongoing refinement of online campaign activities
- Support evaluation of online mechanics and activities for e-Commerce campaigns
- Establish e-Commerce strategies and campaign objectives
- Establish target customers
- Establish performance targets aligned to e-Commerce strategies, sales and customer satisfaction
- Evaluate online mechanics and activities of e-Commerce campaigns
- Evaluate effectiveness of mobile, online and social media platforms in reaching target customers
- Recommend improvements to online mechanics and activities based on evaluation
| Campaign performance for improvement in future campaigns | • Manage campaign budgets  
• Collaborate with business partners to create sales opportunities and enhance online awareness, websites’ and campaigns’ visibility | outcomes |