## TSC Category
Marketing Communications

## TSC
Digital Marketing

### TSC Description
Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value propositions 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>
<th>Level 6</th>
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</thead>
<tbody>
<tr>
<td>HAS-SNM-2042-1.1</td>
<td>Carry out digital marketing campaign activities and monitor digital marketing channels' performance</td>
<td>Execute digital marketing campaigns across different marketing channels to promote online presence</td>
<td>Evaluate performance of digital marketing channels and develop processes to create, integrate and improve digital marketing campaigns</td>
<td>Define and integrate digital marketing strategies and lead evaluation of digital marketing performance and investments</td>
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### Knowledge
- Types of digital marketing channels
- Performance metrics of digital marketing channels
- Principles of Search Engine Optimisation (SEO)
- Principles of Paid Search Engine Marketing (SEM) and Pay-Per-Click (PPC) models
- Types of online communities and forums
- Digital marketing campaigns' target markets and behaviours
- Sources for contact databases
- Principles of data privacy
- Search Engine Optimisation (SEO) techniques
- Search Engine Marketing (SEM) techniques
- Mobile marketing techniques
- Content creation guidelines across digital marketing channels
- Principles of customer-engagement marketing
- Personal Data Protection Act (PDPA) guidelines
- Principles of integrated digital marketing
- Techniques to engage customers through digital platforms
- 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 behaviours
- Personal Data Protection Act (PDPA)
- Technological advances in digital marketing
- Methods for analysis of digital marketing Return on Investment (ROI)
- Integrated digital marketing strategies and models
- Frameworks for designing integrated digital marketing strategies
- Techniques to draw insights from marketing analytics
- Developments in emerging marketing channels

### Abilities
- Track traffic flow and conversion rates of digital marketing channels
- Conduct routine keyword discovery, expansion and optimisation for SEO
- Monitor PPC’s keywords bids
- Analyse traffic flow and conversion rates of digital marketing channels for trends
- Perform keyword discovery, expansion and optimisation for SEO
- Manage Pay-Per-Click (PPC) accounts on search platforms
- Review key performance indicators of digital marketing channels
- Calculate ROI of customer acquisition tools and digital marketing channels
- Develop processes to integrate online and traditional marketing campaigns
- Evaluate ROI for online customer acquisition tools and digital marketing channels
- Formulate key performance indicators for digital marketing channels
- Define goals and objectives of digital marketing strategies
<table>
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<tr>
<th>• Identify trending topics across online communities and forums</th>
<th>• Deploy mobile-friendly digital assets and campaigns (PL4)</th>
<th>• Develop content creation guidelines for target markets across digital marketing channels and media platforms</th>
<th>• Lead development of a seamless online presence over web, social, and mobile</th>
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<td>• Collate information for digital content suited for target markets</td>
<td>• Create content for target markets across digital marketing channels and media platforms</td>
<td>• Develop processes to create a seamless online presence over web, social and mobile</td>
<td>• Integrate digital marketing to overall marketing strategies</td>
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<td>• Maintain organisation’s contact databases for email marketing</td>
<td>• Execute engagement plans for online customers (PL4)</td>
<td>• Implement organisation’s data privacy policies</td>
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