<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Business Development, Sales and Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Digital Marketing</td>
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<tr>
<td>TSC Description</td>
<td>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</td>
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<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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<tr>
<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
- Analyse traffic flow and conversion rates of digital marketing channels for trends
- Perform keyword discovery, expansion and optimisation for SEO
- Review key performance indicators 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
| • Monitor PPC’s keywords bids | • Manage Pay-Per-Click (PPC) accounts on search platforms | • Develop processes to integrate online and traditional marketing campaigns |
| • Identify trending topics across online communities and forums | • Deploy mobile-friendly digital assets and campaigns | • Develop content creation guidelines for target markets across digital marketing channels |
| • Collate information for digital content suited for target markets | • Create content for target markets across digital marketing channels and media platforms | • Develop processes to create a seamless online presence over web, social, and mobile |
| • Maintain organisation’s contact databases for email marketing | • Execute engagement plans for online customers | • Develop plans to engage and connect with online customers |
| • Follow organisational data privacy policies | • Implement organisation’s data privacy policies | • Develop organisational guidelines for privacy and appropriate use of personal data |
| • Develop processes to integrate online and traditional marketing campaigns | • Adapt technological advances in digital marketing to marketing campaigns | • Define goals and objectives of digital marketing strategies |
| • Define goals and objectives of digital marketing strategies | • Lead development of a seamless online presence over web, social, and mobile | • Integrate digital marketing to overall marketing strategies |

## SKILLS FRAMEWORK FOR TOURISM
### TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE