## TSC Category
Business Development, Sales and Marketing

## TSC
E-Commerce Campaign Management

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

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<td>Conduct pre-campaign testing and collect information pertaining to campaign performance</td>
<td>Execute and monitor e-Commerce campaigns activities and collaborate with partners closely</td>
<td>Develop detailed e-Commerce campaigns, manage their performance and liaise with partners to enhance online awareness, website and campaign visibility</td>
<td>Drive e-Commerce campaign development, implementation and review the effectiveness of campaigns to achieve organisational objectives</td>
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### Knowledge
- Objectives of campaigns
- Types of products and/or services to be advertised
- Items to evaluate during pre-campaign testing
- Pre-campaign testing evaluation criteria
- E-Commerce campaign execution tactics
- Messages to be communicated
- Methods to advertise products online
- Possible media options
- Campaign schedules
- Means of using data gathered from pre-campaign testing
- E-Commerce campaign management tactics
- Techniques to enhance online awareness and visibility
- Types of communication tools
- Types of performance metrics and indicators
- Relationship between e-Commerce campaign and strategic objectives
- Strategic advantages of e-Commerce
- E-Commerce strategies
- Dimensions of e-Commerce campaign effectiveness
- Campaign evaluation tools and methods

### Abilities
- Participate in a continuous pre-campaign testing cycle
- Support evaluation of campaign performance for improvement in future campaigns
- Contribute ideas for campaign development
- Collect information pertaining to past campaign performance
- Perform tasks in relation to pre-campaign testing activities
- Execute e-Commerce campaigns in alignment to e-Commerce strategies, sales and marketing strategies
- Monitor campaign performance and effectiveness in accordance with performance measures
- Analyse information on e-Commerce sales and customer feedback
- Identify e-Commerce trends and patterns from campaign analyses
- Establish campaign objectives in alignment to e-Commerce strategies, sales and marketing strategies
- Develop promotion mechanics and online activities for e-Commerce campaigns
- Select potential communication tools to reach out to target customers effectively
- Manage execution of campaigns to achieve the desired results
- Synergise e-Commerce campaign objectives with organisation’s strategic objectives
- Review performance metrics and targets to measure effectiveness of e-Commerce operational plans
- Drive e-Commerce campaign action plans and chain of activities aligned to e-Commerce strategies
- Evaluate performance of e-Commerce operational
| • Collect data for campaign effectiveness evaluation | • Monitor social media platforms, online blogs or vlogs and forums related platforms for customer feedback or review | • Evaluate customer responses to determine effectiveness of campaigns  
- Refine campaigns to enhance their effectiveness  
- Set performance measures for each element of the campaigns  
- Manage pre-campaign testing plans  
- Manage campaign budgets  
- Collaborate with business partners to create sales opportunities and/or enhance online awareness, website and campaign visibility | • Recommend improvements to e-Commerce operational plans based on evaluation outcomes |