



**Australian Government**

# **BSBMKG437 Create and optimise digital media**

**Release: 1**

## BSBMKG437 Create and optimise digital media

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

### Application

This unit describes the skills and knowledge required to create and optimise digital media impact for application within the context of marketing communications.

The unit applies to individuals working in a variety of marketing communications roles who have responsibility for developing and implementing client solutions within the digital communications space. Individuals may work individually or as part of a multidisciplinary team.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Technical Skills – Marketing

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare to promote digital media	1.1 Identify measurable impact objectives for digital media 1.2 Analyse existing online and offline channel data for insights and gaps in engagement and expectations 1.3 Identify tools and technologies accessed by customers 1.4 Establish audience engagement characteristics, expectations and responses
2. Support optimisation of digital media	2.1 Use technology to create a deliverable according to task and organisational requirements 2.2 Develop strategies for rapid real-time response, and changes 2.3 Model channel interaction options

ELEMENT	PERFORMANCE CRITERIA
	2.4 Test interaction with target groups 2.5 Adapt deliverable according to test outcomes and verify with relevant personnel
3. Evaluate digital media use	3.1 Collate digital data on customer engagement, conversations and conversions 3.2 Moderate data to identify exceptions from agreed performance 3.3 Document issues and recommendations to improve further digital media optimisation

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

Skill	Description
Reading	<ul style="list-style-type: none"> <li>Identifies and interprets textual information to establish current industry and project status from relevant information</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience</li> </ul>
Oral Communication	<ul style="list-style-type: none"> <li>Presents information and seeks advice using language appropriate to audience</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Identifies and interprets data from a range of sources</li> <li>Uses modelling capacity and data analysis to establish and test systems, monitor results and make adjustments</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information</li> <li>Works effectively with other experts as part of a multi-disciplinary network to achieve desired outcomes for organisation and clients</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Plans and organises data categories, tasks and workloads</li> <li>Uses testing to identify and solve routine and non-routine problems</li> <li>Sequences and schedules complex activities, monitors implementation, and manages relevant communication</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver optimised digital media</li> <li>Uses tools and technologies for visualisations, dashboards and</li> </ul>

Skill	Description
	reports for a unified view across multiple digital platforms <ul style="list-style-type: none"><li data-bbox="536 342 1423 416">• Identifies and responds to rapidly changing expectations within digital sphere</li></ul>

## Unit Mapping Information

Supersedes and is equivalent to BSBMKG421 Optimise digital media impact.

Supersedes but is not equivalent to BSBMKG420 Create digital media user experiences.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>