



**Australian Government**

**Assessment Requirements for BSBMKG536  
Develop strategies to monetise digital  
engagement**

**Release: 1**

# Assessment Requirements for BSBMKG536 Develop strategies to monetise digital engagement

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 3.0.

## Performance Evidence

Evidence of the ability to:

- analyse a digital engagement channel and identify and evaluate the opportunities to monetise transaction
- devise measurable success criteria for monetised transactions
- design a model of customer engagement showing preferred points-of-sale and closure
- describe how digital authentication and security works to develop customer trust
- evaluate, negotiate and enter into service agreements
- identify, document and present trends and performance information from transaction data.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role.

- Key differences between paid, owned and earned customer engagement
- Key features of the engagement features of common digital financial transaction systems
- Key features of current payment processing tools and technologies used in digital transactions
- Key features of relevant financial services legislation that impact on digital financial transactions
- Key features of relevant organisational strategies, policies and procedures.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Business Development – Marketing field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources – including policies and procedures
- case studies or, where possible, real situations
- industry digital applications and platforms (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## Links

Companion Volume implementation guides are found in VETNet -

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