



Australian Government

BSBMKG547 Develop strategies to monetise digital engagement

Release: 1

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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 monetise digital engagement through a focus on customer engagement, content relevance and real-time digital payment systems.

The unit applies to individuals working in a variety of marketing and communications occupational roles who have responsibility for working with clients (both internal and external) on improving income streams from their digital strategies.

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. Establish the monetisation of digital engagement	1.1 Identify task requirements and applicable legal, organisational and financial frameworks 1.2 Prepare criterion for channel monetisation according to organisational marketing strategies 1.3 Research opportunities for paid, owned or earned customer engagement 1.4 Select channel for monetisation
2. Create design interventions	2.1 Analyse digital processes for reliability and customer trust 2.2 Use authentication and security requirements for securing transactions according to organisational policies and procedures 2.3 Model the digital customer engagement to select points-of-sale

ELEMENT	PERFORMANCE CRITERIA
	and closure according to organisational strategies
3. Select and implement tools and technologies	3.1 Negotiate processing parameters with relevant stakeholders according to task requirements and organisational strategies 3.2 Evaluate and select payment processing tools and technologies 3.3 Identify and evaluate reliability of systems for the collection and analysis of transaction data
4. Monitor and evaluate performance	4.1 Conduct review of performance with financial analytics service according to organisational strategies 4.2 Track transaction metrics using suitable technologies 4.3 Monitor and identify gaps in performance against requirements and adjust as necessary 4.4 Evaluate and report on monetisation effectiveness to relevant personnel

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"> Identifies and analyses complex texts to determine legislative, regulatory and business requirements Reviews reported information to evaluate workplace strategies and improvement practices
Writing	<ul style="list-style-type: none"> Researches, plans and prepares documentation using format and language appropriate to context and audience, as well as legislative and organisational requirements
Oral Communication	<ul style="list-style-type: none"> Presents information and seeks advice using language appropriate to audience and context
Numeracy	<ul style="list-style-type: none"> Interprets and analyses data from a range of sources Analyses data to inform implementation decisions and reviews on appropriateness, effectiveness and cost
Self-management	<ul style="list-style-type: none"> Identifies and follows legislative requirements and organisational policies and procedures associated with own role
Problem solving	<ul style="list-style-type: none"> Anticipates problems, taking steps to solve them; and evaluates outcomes of decisions to identify opportunities for improvement
Teamwork	<ul style="list-style-type: none"> Selects and uses appropriate conventions and protocols when communicating with internal stakeholders, external service providers

Skill	Description
	and clients to seek or share information
Planning and organising	<ul style="list-style-type: none"> • Plans, organises and implements work activities that ensure compliance with organisational policies and procedures, and legislative requirements • Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options and outcomes against agreed criteria

Unit Mapping Information

Supersedes and is equivalent to BSBMKG536 Develop strategies to monetise digital engagement.

Links

Companion Volume Implementation Guide is found on VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>