



Australian Government

**Assessment Requirements for
SIRXMKT004 Undertake digital marketing
activities**

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- use the following market testing tools to determine and report on the preferences of a target customer:
 - the trial of products and services online
 - A/B testing or multi variate
- implement a digital marketing plan by:
 - creating search engine optimisation
 - creating cost effective targeted advertising
 - creating cost effective display advertisements that generate sales
 - preparing and distributing marketing emails
 - amending website to influence customer engagement and maximise sales
- monitor and review outcomes of digital marketing activities across for one month and report on results.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for digital marketing
- key aspects of legal and ethical practices related to digital marketing:
 - responsible marketing practices
 - duty of care
- rules and regulations and terms of use of specific digital marketing tools:
 - privacy
 - spamming
 - copyright
- digital marketing:
 - industry trends
 - customer responses
 - types
 - reach and impacts

- copy and design elements that communicate desired image, features and benefits of products or services, and suit characteristics of chosen media
- strategies for:
 - search engine optimisation
 - targeted digital advertising
 - email marketing
- digital marketing tools and their application in digital marketing activities:
 - generate customer loyalty
 - track path to purchase
 - optimise search engine results
 - influence customer engagement.

Assessment Conditions

Skills must be demonstrated in:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- internet
- an editable retail website
- digital marketing testing and monitoring tools
- relevant documentation:
 - organisational digital marketing plan
 - legal and ethical practices for use of digital marketing
 - digital marketing organisational policies and procedures
 - digital marketing analytics.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>