



Australian Government

SIRXMKT004 Undertake digital marketing activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to follow a digital marketing plan to undertake and review online marketing activities.

It applies to individuals working in digital marketing roles in a diverse range of industry sectors and business contexts that undertake digital marketing activities. They operate independently with some responsibility for decision making, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Marketing

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Research market information.
2. Undertake digital marketing activities.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Conduct research using appropriate sources to gather background market information and to determine customer preferences.
- 1.2. Identify emerging trends in digital marketing and how they can be utilised by the organisation.
- 1.3. Report research findings in accordance with organisational policies and procedures.
- 2.1. Source and review organisational digital marketing plan and relevant procedures.

- 2.2. Implement digital marketing plan and key digital marketing activities.
 - 2.3. Ensure digital marketing activities comply with organisational policies and procedures and legal and ethical practices for digital marketing.
 - 2.4. Use online tools to enhance outcomes of digital marketing activities
 - 2.5. Monitor digital marketing activities, and recommend amendments to digital marketing plan to relevant personnel.
3. Review digital marketing activities.
 - 3.1. Measure and record outcomes of digital marketing activities.
 - 3.2. Review digital marketing activities against expected outcomes.
 - 3.3. Prepare report of digital marketing outcomes and communicate to relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- | | |
|-----------------------|--|
| Numeracy skills to: | <ul style="list-style-type: none"> • evaluate and interpret digital marketing analytics. |
| Technology skills to: | <ul style="list-style-type: none"> • use digital marketing tools • generate digital marketing reports. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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