



Australian Government

BSBMKG421 Optimise digital media impact

Release: 1

BSBMKG421 Optimise digital media impact

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

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

It applies to individuals working in a variety of marketing communications occupational 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

Business Development – 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. Analyse digital media impact	1.1 Determine measurable impact objectives for digital media 1.2 Review and deliver insights from online and offline channel data 1.3 Identify tools and technologies accessed by customers 1.4 Clearly establish audience engagement characteristics, expectations and responses 1.5 Identify gaps in engagement and expectations
2. Establish an experimentation framework	2.1 Design, build, and test a learning environment using industry tools and technologies 2.2 Prepare strategies for rapid real-time response, and rapid change

ELEMENT	PERFORMANCE CRITERIA
	2.3 Model channel interaction options 2.4 Test interaction with target groups 2.5 Learn and adapt rapidly to changing customer expectations and interactions
3. Create optimised digital channels	3.1 Ensure channels are established using current industry tools and technologies 3.2 Enable visibility of the customer journey in digital environments 3.3 Utilise tools and technologies for visualisations, dashboards and reports for a unified view across multiple digital platforms
4. Support channel strategies	4.1 Work effectively with other experts as part of a multi-disciplinary network 4.2 Enable rapid change to process and interventions to match real-time customer requirements
5. Evaluate effectiveness of digital impact	5.1 Collate digital data on customer engagement, conversations and conversions 5.2 Moderate data to identify exceptions from agreed performance 5.3 Document issues and recommendations to improve further digital media optimisation

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.5, 2.5	Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	1.2, 1.4, 1.5, 2.1, 2.2, 5.1, 5.3	Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral Communication	4.1	Presents information and seeks advice using language appropriate to audience
Numeracy	1.1, 1.2, 1.4, 2.1,	Identifies and interprets data from a range of sources

	2.2, 2.5, 5.1, 5.2	• Uses modelling capacity and data analysis to establish and test systems, monitor results and make adjustments
Navigate the world of work	2.5	• Recognises and responds to rapidly changing expectations within digital sphere
Interact with others	1.2, 2.4, 4.1, 4.2	• Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information • Works positively with those from other disciplines to achieved desired outcomes for organisation and clients
Get the work done	1.1-1.5, 2.1-2.5, 3.1-3.3, 4.1, 4.2, 5.1-5.3	• Plans and organises data categories, tasks and workloads • Uses testing to identify and solve routine and non-routine problems • Sequences and schedules complex activities, monitors implementation, and manages relevant communication • Makes decisions from a range of possibilities; reflecting on outcomes • Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver optimised digital media

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG421 Optimise digital media impact	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBMKG421 Optimise digital media impact

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Performance Evidence

Evidence of the ability to:

- establish realistic digital channel performance measures
- analyse digital media data and offline information to determine engagement characteristics of target audience
- identify variation between target and actual performance
- create a digital media learning environment
- model and test alternative methods and techniques to optimise digital impact
- respond rapidly to changing expectations, feedback and technological environment
- utilise tools and technologies to monitor digital activity
- work effectively as a team member in a rapidly changing environment
- use data evaluation methods accurately.

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

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list current industry tools and technologies used in digital media channels
- explain current industry level performance metrics and measures
- compare characteristics of users across alternative digital channels
- identify nodes of integration across multiple digital environments.

Assessment Conditions

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

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies, or where possible, real situations
- industry software packages and apps (where applicable).

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

Links

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