



Australian Government

BSBMKG536 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 3.0.

Application

This unit describes the skills and knowledge required to monetise digital engagement through focus on customer engagement, content relevance and real-time digital payment systems.

It 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

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 the digital channel to be monetised	1.1 Identify and evaluate the opportunities for paid, owned or earned customer engagement 1.2 Audit prior experience with channel monetary transactions, where applicable 1.3 Identify existing barriers to streamlined transactions for digital users 1.4 Prepare key observable and measurable criterion for successful channel monetisation, in line with organisational strategies 1.5 Recognise and incorporate financial service requirements within current legislation, regulation and organisational policy

ELEMENT	PERFORMANCE CRITERIA
2. Create design interventions	2.1 Assess digital processes for reliability and customer trust 2.2 Define the features and digital applications required to enable transactions 2.3 Specify authentication and security requirements to secure transactions, in accordance with organisational policies and procedures 2.4 Model the digital customer engagement to select points-of-sale and closure in line with organisational strategies
3. Select and implement tools and technologies	3.1 Negotiate with financial institutions to establish effective processing parameters in line with 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 3.4 Ensure tools, technologies and applications are tested and activated within identified performance parameters
4. Monitor and evaluate performance	4.1 Conduct review of performance with a financial analytics service in accordance with 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 in appropriate format

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	• Interprets and analyses text where meaning may be embedded or implicit; drawing on, and making connections with, prior knowledge and experience • Identifies and analyses complex texts to determine legislative, regulatory and business requirements • Reviews reported information to evaluate workplace strategies and improvement practices

Writing	Researches, plans and prepares documentation using format and language appropriate to context and audience, as well as legislative and organisational requirements
Oral Communication	Presents information and seeks advice using language appropriate to audience and context
Numeracy	- Interprets and analyses data from a range of sources - Analyses data to inform implementation decisions and reviews on appropriateness, effectiveness and cost
Navigate the world of work	Recognises and follows legislative requirements and organisational policies and procedures associated with own role
Interact with others	Selects and uses appropriate conventions and protocols when communicating with internal stakeholders, external service providers and clients to seek or share information
Get the work done	- Plans, organises and implements work activities that ensure compliance with organisational policies and procedures, and legislative requirements - Sequences and schedules complex activities, monitors implementation, and manages relevant communication - Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options and outcomes against agreed criteria - Anticipates problems, taking steps to solve them; and evaluates outcomes of decisions to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG536 Develop strategies to monetise digital engagement	BSBMKG526 Develop strategies to monetise digital engagement	Updates to elements, performance criteria and assessment conditions	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 BSBMKG536 Develop strategies to monetise digital engagement

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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

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