



Australian Government

Assessment Requirements for SIRXMKT007 Develop a digital marketing plan

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:

- determine the digital marketing requirements of one organisation and develop a digital marketing plan, to be executed over one sales or promotional period, detailing:
 - digital marketing channels
 - priorities
 - key activities
 - responsibilities
 - performance indicators
 - tracking
 - timelines
 - budgets
- review digital marketing activity across one sales or promotional period to:
 - determine effectiveness of activities
 - make recommendations for improvements.

Knowledge Evidence

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

- key legal and ethical requirements and considerations as relevant to digital marketing:
 - Australian Consumer Law
 - copyright
 - privacy
 - codes of practice
- current digital marketing trends and technologies
- customer behaviours and psychology as related to digital marketing
- traditional and non-traditional digital marketing types and channels:
 - search engine optimisation
 - search engine marketing
 - online advertising
 - email

- video
- blogging
- social media
- affiliate marketing
- impressions
- remarketing
- the above list of marketing types and channels and their:
 - benefits
 - limitations
 - application and use
- internal and external operating factors impacting digital marketing
- techniques for market segmentation and its application to digital marketing
- techniques and tools for achieving the following through digital marketing activities:
 - increased customer traffic
 - increased engagement:
 - existing customers
 - new customers
 - disengaged customers
 - sales generation
 - consistency in content
 - consistency with marketing strategy
- digital marketing planning techniques and formats, and key features of a digital marketing plan
- performance indicators for measuring impact of digital marketing activities
- tools and methods for tracking digital marketing activity.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current information on digital marketing types and channels
- digital marketing monitoring tools.

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

Links

Companion Volume Implementation Guides -

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