



Australian Government

SIRXMKT007 Develop a digital marketing plan

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to research, plan, implement and evaluate digital marketing activities.

This unit applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine digital marketing requirements.	1.1. Determine organisational objectives and priorities for digital marketing activity. 1.2. Confirm available budget for digital marketing activity. 1.3. Review information on current and past digital marketing activities and their effectiveness. 1.4. Segment the online market and define target market. 1.5. Research target market and identify suitable digital marketing activities. 1.6. Identify internal and external factors impacting digital

	marketing activities.
	1.7. Research trends and best practice in digital marketing, tools and software available.
2. Develop digital marketing plan.	2.1. Confirm and document digital marketing objectives that are consistent with organisational objectives and priorities. 2.2. Determine digital marketing activities to drive targeted traffic to site and generate sales. 2.3. Document a digital marketing action plan that details key activities, resources and timeframes. 2.4. Establish performance indicators and evaluation criteria for measuring impact of digital marketing activities. 2.5. Integrate legal and ethical requirements and considerations into planning. 2.6. Ensure digital marketing plan aligns with organisational objectives, current marketing strategy and budget. 2.7. Seek required approval for digital marketing plan.
3. Monitor digital marketing activity.	3.1. Communicate digital marketing plan, responsibilities and expectations to relevant personnel. 3.2. Oversee digital marketing activity and respond to issues as they arise. 3.3. Monitor digital marketing content and ensure alignment with digital marketing plans and objectives. 3.4. Track customer traffic and conversion rates to identify trends in customer and digital marketing activity.
4. Review digital marketing activities.	4.1. Review trends in customer traffic and conversion rates to determine impact of digital marketing activities. 4.2. Calculate return on investment for any paid digital marketing activities. 4.3. Identify and evaluate new and emerging digital marketing trends and technologies and consider their use for improved marketing outcomes. 4.4. Make recommendations for improvements in digital marketing based on review.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRXMKT007 Develop a digital marketing plan

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

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