



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>