

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Product, Sales and Market Management					
TSC	Digital Marketing					
TSC Description	Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value proposition through the use of various digital marketing channels and platforms					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-SNM-3042-1.1-1	FSE-SNM-4042-1.1-1	FSE-SNM-5042-1.1-1	
			Execute digital marketing campaigns across different marketing channels to promote online presence	Evaluate performance of digital marketing channels and develop processes to create, integrate and improve digital marketing campaigns	Define and integrate digital marketing strategies and lead evaluation of digital marketing performance and investments	
Knowledge			<ul style="list-style-type: none"> • Mobile marketing techniques • Content creation guidelines across digital marketing channels • Principles of customer-engagement marketing • Personal Data Protection Act guidelines • Principles of Integrated Digital Marketing • Techniques to engage customers through digital platforms • Digital marketing mediums and their characteristics 	<ul style="list-style-type: none"> • Performance criteria of digital marketing channels • Quantitative techniques to calculate Return on Investment (ROI) of digital marketing efforts • Benefits and limitations of different digital marketing channels • Differences and similarities between online and traditional consumer behaviour • Personal Data Protection Act • Technological advances in digital marketing • Digital marketing mediums and their characteristics 	<ul style="list-style-type: none"> • Methods for analysis of digital marketing Return of Investment (ROI) • Integrated Digital Marketing (IDM) strategy and models • Framework for designing an integrated digital marketing strategy • Techniques to draw insights from marketing analytics • Developments in emerging marketing channels • Technological advances in digital marketing • Digital marketing mediums and their characteristics 	
Abilities		•	<ul style="list-style-type: none"> • Analyse traffic flow and conversion rates of digital marketing channels for trends • Deploy mobile-friendly digital assets and campaigns 	<ul style="list-style-type: none"> • Review Key Performance Indicators (KPIs) of digital marketing channels • Calculate ROI of customer acquisition tools and digital marketing channels 	<ul style="list-style-type: none"> • Evaluate ROI for online customer acquisition tools and digital marketing channels • Formulate Key Performance Indicators (KPIs) for digital marketing channels 	

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			<ul style="list-style-type: none"> • Create content for target market across digital marketing channels and media platforms • Execute engagement plans for online customers • Implement organisation's data privacy policies • Identify trending topics across online communities and forums • Identify digital trends relevant to the organisation's marketing strategies 	<ul style="list-style-type: none"> • Develop processes to integrate online and traditional marketing campaigns • Develop processes to create a seamless online presence over web, social, mobile and other digital platforms • Evaluate channel strategies that balance customer needs and business strategies • Develop organisational guidelines for privacy and appropriate use of personal data • Make decisions on digital channel priorities 	<ul style="list-style-type: none"> • Define goals and objectives of digital marketing strategy • Lead development of a seamless online presence over web, social, and mobile • Integrate digital marketing to overall marketing strategy in alignment with digital trends • Translate visions for online marketing into coherent digital marketing strategies • Lead digital channel marketing portfolio strategy • Drive strategic direction of organisation for greater returns by growing and optimising existing digital channels 	
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