

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

<b>TSC Category</b>	Customer Immersive Experience					
<b>TSC</b>	Mobile Apps Marketing					
<b>TSC Description</b>	Employ interactive mobile apps as a marketing resource for 'anytime' and 'anywhere' customer acquisition, engagement, loyalty and lead conversion					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>RET-CIE-2004-1.1</b>	<b>RET-CIE-3004-1.1</b>	<b>RET-CIE-4004-1.1</b>	<b>RET-CIE-5004-1.1</b>	
		Carry out project activities related to mobile app development and marketing efforts for 'anytime' and 'anywhere' customer acquisition, engagement, loyalty and lead conversion	Manage projects related to mobile app development and marketing efforts for 'anytime' and 'anywhere' customer acquisition, engagement, loyalty and lead conversion	Propose and implement mobile apps marketing strategies for 'anytime' and 'anywhere' customer acquisition, engagement, loyalty and lead conversion and define metrics to review performance of mobile apps marketing campaigns	Formulate mobile apps marketing strategies for 'anytime' and 'anywhere' customer acquisition, engagement, loyalty and lead conversion and monitor the performance of mobile apps marketing campaigns in terms of return-on-investment	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Organisation's overall marketing strategy</li> <li>• Organisation's mobile app marketing strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Opportunities of mobile apps marketing platforms</li> <li>• Limitations of mobile apps marketing platforms</li> <li>• Design principles and functionalities for mobile apps</li> <li>• User experience parameters for mobile apps</li> <li>• Development partners for successful execution of mobile app</li> <li>• Processes involved in preparing reports on metrics to measure effectiveness of mobile apps</li> <li>• Criteria for improving performance of mobile apps marketing</li> <li>• Practices involved in testing mobile apps in terms of functionalities and user experience</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall marketing strategy</li> <li>• Organisation's mobile app marketing strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Opportunities of mobile apps marketing platforms</li> <li>• Limitations of mobile apps marketing platforms</li> <li>• Design principles and functionalities for mobile apps</li> <li>• User experience parameters for mobile apps</li> <li>• Development partners for successful execution of mobile app</li> <li>• Processes involved in preparing reports on metrics to measure effectiveness of mobile apps</li> <li>• Criteria for improving performance of mobile apps marketing</li> <li>• Practices involved in testing mobile apps in terms of functionalities and user experience</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall marketing strategy</li> <li>• Organisation's mobile app marketing strategies</li> <li>• Organisation's business goals and objectives</li> <li>• Opportunities of mobile apps marketing platforms</li> <li>• Limitations of mobile apps marketing platforms</li> <li>• Criteria for evaluating investments in mobile apps development and marketing efforts</li> <li>• Criteria for evaluating performance of mobile apps marketing campaigns in terms of return-on-investment</li> <li>• Design principles and functionalities for mobile apps</li> <li>• User experience parameters for mobile apps</li> <li>• Development partners for successful execution of mobile apps</li> <li>• Types of metrics to measure effectiveness of mobile apps marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's overall marketing strategy</li> <li>• Organisation's mobile app marketing strategy</li> <li>• Organisation's business goals and objectives</li> <li>• Opportunities of mobile apps marketing platforms</li> <li>• Limitations of mobile apps marketing platforms</li> <li>• Criteria for evaluating investments in mobile apps development and marketing efforts</li> <li>• Criteria for evaluating performance of mobile apps marketing campaigns in terms of return-on-investment</li> <li>• Design principles and functionalities for mobile apps</li> <li>• User experience parameters for mobile apps</li> </ul>	

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<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Collect information on options for choosing development partners for careful and successful execution of mobile apps</li> <li>• Perform ground liaison and coordination efforts with mobile apps partners</li> <li>• Participate in user testing efforts on the mobile apps in terms of functionalities and user experience</li> <li>• Collect information to support preparation and presentation of reports on metrics</li> <li>• Contribute to mobile apps marketing implementation plans by providing inputs on performance of mobile apps marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver projects related to mobile app development and marketing efforts</li> <li>• Gather inputs for mobile app design and development</li> <li>• Research and provide options for choosing development partners</li> <li>• Conduct testing of mobile apps from the functionalities and user experience point-of-view</li> <li>• Prepare and present reports on metrics to measure effectiveness of mobile app marketing efforts</li> <li>• Facilitate efforts to collect inputs and make suggestions to improve performance of mobile apps marketing</li> </ul>	<p align="center">campaigns</p> <ul style="list-style-type: none"> <li>• Translate mobile apps marketing strategies into mobile apps marketing strategy implementation plans</li> <li>• Propose design principles, desired functionalities and user experience parameters for mobile apps</li> <li>• Assess and recommend investments in mobile apps development and marketing efforts</li> <li>• Recommend appropriate development partners for successful execution of mobile apps</li> <li>• Define metrics to measure effectiveness of mobile apps marketing campaigns</li> <li>• Make recommendations to improve performance of mobile apps marketing for the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Translate overall marketing strategy into mobile apps marketing strategies</li> <li>• Advise on the mechanics of mobile apps development and distribution, the opportunities and limitations of mobile apps marketing platforms</li> <li>• Define design principles, desired functionalities and user experience parameters for mobile apps</li> <li>• Evaluate and approve investments in mobile apps development and marketing efforts</li> <li>• Select and enlist appropriate development partners for successful execution of mobile marketing strategies</li> <li>• Evaluate the performance of mobile apps marketing campaigns in terms of return-on-investment</li> </ul>	
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