

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

TSC Category	Outreach and Traffic Optimisation					
TSC	Affiliate Marketing					
TSC Description	Select and manage affiliates to strengthen customer engagement, enhance lead conversion, broaden the reach of marketing efforts and optimise marketing return-on-investment					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-OTO-2001-1.1	RET-OTO-3001-1.1	RET-OTO-4001-1.1	RET-OTO-5001-1.1	
		Deploy and optimise marketing campaigns through affiliate marketing channels and prepare and deliver activity reports	Execute affiliate marketing strategies, create affiliate marketing materials and analyse performance of affiliate marketing campaigns	Manage the implementation of affiliate marketing strategies to strengthen customer engagement, enhance lead conversion and broaden the reach of marketing efforts.	Formulate affiliate marketing strategies to strengthen customer engagement, enhance lead conversion and broaden the reach of marketing efforts	
Knowledge		<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's affiliate marketing strategies • Organisation's current and emerging products and services related to affiliate marketing • Relationship management with affiliate partners • Principles for constructing affiliate portfolios • Policies and guidelines around affiliate marketing efforts • Current and emerging affiliate marketing trends • Trends and practices in incentive frameworks and practices related to affiliate marketing • Affiliate marketing campaign management 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's affiliate marketing strategies • Organisation's current and emerging products and services related to affiliate marketing • Relationship management with affiliate partners • Principles for constructing affiliate portfolios • Policies and guidelines around affiliate marketing efforts • Current and emerging affiliate marketing trends • Trends and practices in incentive frameworks and practices related to affiliate marketing • Affiliate marketing campaign management • Criteria for analysing performance of affiliate marketing campaigns • Processes involved in optimising marketing campaigns through affiliate marketing channels 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's affiliate marketing strategies • Organisation's current and emerging products and services related to affiliate marketing • Principles for constructing affiliate portfolios • Policies and guidelines around affiliate marketing efforts • Types of partners and platforms related to affiliate marketing • Factors for selecting affiliates and incentive frameworks for affiliates • Affiliate marketing campaign management methods • Criteria for reviewing performance metrics related to affiliate marketing 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's affiliate marketing strategies • Customer engagement and lead conversion approaches • Methods in marketing optimisation in terms of return-on-investment • Principles for constructing affiliate portfolios • Policies and guidelines around affiliate marketing efforts • Factors for selecting affiliates and incentive frameworks for affiliates • Parameters for partnership with affiliates • Criteria for defining performance metrics related to affiliate marketing in terms of return-on-investment 	
Abilities		<ul style="list-style-type: none"> • Coordinate and communicate with the 	<ul style="list-style-type: none"> • Manage relationships with the affiliate partners 	<ul style="list-style-type: none"> • Translate affiliate marketing strategies into 	<ul style="list-style-type: none"> • Translate overall marketing strategy to 	

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		<p>affiliate partners on affiliate marketing activities</p> <ul style="list-style-type: none"> • Collect background information pertaining to potential affiliates and partners • Keep current with the latest affiliate marketing practices • Update affiliates on latest products and services from own organisation • Prepare and deliver regular progress, commission and activity reports on affiliate partnerships 	<ul style="list-style-type: none"> • Identify new affiliate opportunities and partners • Stay up-to-date with the current and emerging affiliate marketing trends for possible adoption by the organisation • Deploy and optimise marketing campaigns through the affiliate marketing channels • Maintain awareness amongst affiliates on the current and emerging products and services in the organisation • Analyse performance of affiliate marketing campaigns against identified metrics 	<p>affiliate marketing strategy implementation plans</p> <ul style="list-style-type: none"> • Design the affiliate portfolios with appropriate mix of partner types and platforms • Identify and qualify possible affiliate partners and platforms • Select and recommend appropriate mix of affiliate partners and platforms • Collaborate with affiliate partners on affiliate marketing campaigns • Monitor and review performance metrics related to affiliate marketing in terms of return-on-investment 	<p>affiliate marketing strategies</p> <ul style="list-style-type: none"> • Devise principles for constructing the affiliate portfolios • Translate overall marketing strategy into policies and guidelines around affiliate marketing efforts • Select affiliates and incentive frameworks for affiliates • Define parameters for partnership with affiliates • Define performance metrics related to affiliate marketing in terms of return-on-investment • Evaluate the performance of affiliates and adjust the affiliate portfolios accordingly 	
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