

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

TSC Category	Outreach and Traffic Optimisation					
TSC	Inbound Marketing					
TSC Description	Attract people to and promote the organisation's products and services through creating quality, customer-centric content, for blogs, podcasts, videos, eBooks, newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of content marketing to attract customers through the different stages of the purchase funnel					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-OTO-2003-1.1	RET-OTO-3003-1.1	RET-OTO-4003-1.1	RET-OTO-5003-1.1	
		Carry out inbound marketing campaign activities to attract prospects and customers and recommend ideas and suggestions for improvement	Execute inbound marketing campaigns to attract prospects and customers, analyse and report on effectiveness of inbound marketing implementation	Implement integrated inbound marketing strategies to attract prospects, manage the content creation and curation processes and review effectiveness of inbound marketing strategy implementation	Formulate integrated inbound marketing strategies to attract prospects and customers, and devise evaluation metrics to review the effectiveness of inbound marketing strategy	
Knowledge		<ul style="list-style-type: none"> • Organisation's inbound marketing strategies • Organisation's inbound marketing implementation plans • Inbound marketing campaigns management • Content creation and curation guidelines across channels and media platforms • Practices related to inbound marketing strategy implementation • Processes involved in converting prospects into leads • Trending topics across channels and media platforms • Influencers across channels and media platforms • Criteria for evaluating effectiveness of inbound marketing strategy implementation 	<ul style="list-style-type: none"> • Organisation's inbound marketing strategies • Organisation's inbound marketing implementation plans • Inbound marketing campaigns management • Customer decision journey mapping • Organisation-wide policies and guidelines related to inbound marketing strategies • Content creation and curation guidelines across channels and media platforms • Practices related to inbound marketing strategy implementation • Processes involved in converting prospects into leads • Trending topics across channels and media platforms • Influencers across channels and media platforms • Criteria for evaluating effectiveness of inbound marketing strategy 	<ul style="list-style-type: none"> • Organisation's inbound marketing strategies • Organisation's overall marketing strategy • Customer decision journey mapping • Organisation-wide policies and guidelines related to inbound marketing strategies • Content creation and curation guidelines • Practices related to inbound marketing strategy implementation • Processes involved in converting prospects into leads • Processes involved in content creation and curation across channels and media platforms • Criteria for evaluating effectiveness of inbound marketing strategy implementation 	<ul style="list-style-type: none"> • Organisation's inbound marketing strategies • Organisation's overall marketing strategy • Customer decision journey mapping • Organisation-wide policies and guidelines related to inbound marketing strategies • Content creation and curation guidelines across channels and media platforms • Criteria for evaluating effectiveness of inbound marketing strategy implementation • Practices related to inbound marketing strategy implementation • Processes involved in converting prospects into leads • Consumer behaviour trends in terms of inbound marketing 	

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			<p>implementation</p> <ul style="list-style-type: none"> • Landing page optimisation techniques • Conversion optimisation techniques 			
Abilities		<ul style="list-style-type: none"> • Execute inbound marketing campaigns activities according to inbound marketing implementation plans • Coordinate and collect information, ideas and concepts for content creation and curation • Keep up-to date on trending topics and influencers across various channels • Recommend ideas and suggestions to improve inbound strategy implementation 	<ul style="list-style-type: none"> • Supervise inbound marketing campaigns activities according to inbound marketing implementation plans • Create and curate content across channels and media platforms • Track trending topics and influencers across channels and media platforms • Analyse and report on the organisation's inbound marketing implementation effectiveness in generating leads and conversions • Generate areas for improvement for better performance of inbound marketing strategies 	<ul style="list-style-type: none"> • Translate inbound marketing strategy into inbound marketing implementation plans • Drive a customer-centric information sharing and value-creation culture within the organisation • Recommend areas for improvement for a robust inbound marketing strategy implementation • Manage the content creation and curation processes across channels and media platforms • Lead customers through the customer decision processes • Monitor and review organisation's inbound marketing strategy implementation and effectiveness in generating leads and conversions 	<ul style="list-style-type: none"> • Translate overall marketing strategy into inbound marketing strategies • Define organisation-wide policies and guidelines related to inbound marketing strategy implementation • Conceptualise content creation and curation across channels and media platforms • Determine and evaluate the effectiveness of inbound marketing strategy implementation and effectiveness in generating leads and conversions • Attract prospects into conversion funnel 	