

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

<b>TSC Category</b>	Outreach and Traffic Optimisation					
<b>TSC</b>	Paid Search Engine Marketing (SEM)					
<b>TSC Description</b>	Invest in paid advertising on search engines to maximise traffic on the organisation's digital assets and content on Pay-Per-Click (PPC) models to generate awareness as well as enhance customer engagement and lead conversions					
<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-OTO-2004-1.1</b>	<b>RET-OTO-3004-1.1</b>	<b>RET-OTO-4004-1.1</b>	<b>RET-OTO-5004-1.1</b>	
		Carry out SEM campaign activities to generate awareness, engagement and lead conversions and suggest ideas to improve the effectiveness of SEM efforts	Design paid search ads optimised for relevant keywords and implement their placement on search engines, analyse and report on SEM campaign metrics and recommend opportunities for improving SEM campaign performance	Manage, review and monitor the implementation of SEM strategies, establish targets for SEM campaigns and programmes, conduct analysis on performance of SEM campaigns and recommend opportunities for improvement	Formulate SEM strategies to generate awareness as well as enhance customer engagement, lead conversions, define policies and guidelines for implementing SEM strategies and plans and review and evaluate the effectiveness of SEM strategies in terms of return-on-investment	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Characteristics of Google AdWords, Microsoft AdCenter, Yahoo Search Marketing and other data management platforms</li> <li>PPC functions through quality scores and conversion rates</li> <li>Objectives, goals and expectations of PPC campaigns strategy</li> <li>Actionable metrics for performance measurement and effective segmentation of keywords</li> <li>Ad writing techniques</li> <li>Campaign management tools</li> <li>Mechanics of social media platforms including blogging and twitter</li> <li>Features of third party tools and technologies such as Adobe Adlens, DS3, BrightEdge</li> <li>Techniques in bid management, ad copy creation, competitor analysis and keyword</li> </ul>	<ul style="list-style-type: none"> <li>Characteristics of Google AdWords, Microsoft AdCenter, Yahoo Search Marketing and other data management platforms</li> <li>PPC functions through quality score and conversion rate</li> <li>Objectives, goals and expectations of PPC campaigns strategy</li> <li>Actionable metrics for performance measurement and effective segmentation of keywords</li> <li>Ad writing techniques</li> <li>Campaign management tools</li> <li>Mechanics of social media platforms including blogging and twitter</li> <li>Features of third party tools and technologies such as Adobe Adlens, DS3, BrightEdge</li> <li>Techniques in bid management, ad copy creation, competitor analysis and keyword</li> </ul>	<ul style="list-style-type: none"> <li>Characteristics of Google AdWords, Microsoft AdCenter, Yahoo Search Marketing and other data management platforms</li> <li>PPC functions through quality score and conversion rate</li> <li>Objectives, goals and expectations of PPC campaigns strategy</li> <li>Actionable metrics for performance measurement and effective segmentation of keywords</li> <li>Ad writing techniques</li> <li>Campaign management tools</li> <li>Mechanics of social media platforms including blogging and twitter</li> <li>Features of third party tools and technologies such as Adobe Adlens, DS3, BrightEdge</li> <li>Techniques in bid management, ad copy creation, competitor analysis and keyword</li> </ul>	<ul style="list-style-type: none"> <li>Features of Google AdWords, Microsoft AdCenter, Yahoo Search Marketing and other data management platforms</li> <li>PPC functions through quality score and conversion rate</li> <li>Objectives, goals and expectations of PPC campaigns strategy</li> <li>Metrics for performance measurement and effective segmentation of keywords</li> <li>Ad writing techniques</li> <li>Campaign management tools</li> <li>Mechanics of social media channels including blogging and twitter</li> <li>Features of third party tools and technology such as Adobe Adlens, DS3, BrightEdge</li> </ul>	

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		<p>research</p> <ul style="list-style-type: none"> <li>Techniques in conducting split testing on different websites and layouts and designs</li> </ul>	<p>research</p> <ul style="list-style-type: none"> <li>Techniques in conducting split testing on different websites and layouts and designs</li> </ul>	<p>research</p> <ul style="list-style-type: none"> <li>Techniques in conducting split testing on different websites and layouts and designs</li> </ul>		
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Monitor keyword bids, account daily and monthly budget caps</li> <li>Maintain and monitor updates for large keyword lists</li> <li>Provide creative copy suggestions and graphical ad templates</li> <li>Administer web analytics dashboards, reports and key reporting tools</li> <li>Monitor and analyse search results and search performance across the major search channels</li> <li>Analyse trend data across all campaigns</li> <li>Optimise copy and landing pages for search engine marketing</li> </ul>	<ul style="list-style-type: none"> <li>Identify trends and insights in order to achieve maximum ROI in paid search campaigns</li> <li>Track, report, and analyse website analytics and PPC initiatives and campaigns</li> <li>Perform daily account management for pay per click accounts on Google AdWords, Yahoo, Bing and other search platforms</li> <li>Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search</li> <li>Block poor quality traffic sources from all campaigns</li> <li>Generate weekly and monthly customer reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Build profitable web marketing programs</li> <li>Design and test ads for new and existing acquisition campaigns</li> <li>Monitor traffic quality, click through rates and conversion rates across accounts</li> <li>Identify low performing ads and placements and make necessary changes to maximise profit and volume</li> <li>Monitor the profitability of advertising using proprietary and licensed management software</li> <li>Identify fraud and low performing sources and domains</li> <li>Create reports about new competitors entering the landscape and any possible changes in the search landscape</li> <li>Manage display network placement lists on AdWords and through other contextual advertising platforms</li> </ul>	<ul style="list-style-type: none"> <li>Manage campaign expenses and budgets by estimating monthly costs and reconciling discrepancies</li> <li>Define recommendations for search engine marketing (SEM)</li> <li>Lead the development of SEM strategies with a view on integrating with SEO efforts</li> <li>Collaborate with Senior Management and direct reports to create and drive customer digital and search strategies</li> <li>Lead search programs by spearheading customer initiatives and helping to frame the business to internal team members</li> <li>Collaborate with agency partners to drive integrated creative strategies</li> </ul>	