

TSC Category	Marketing					
TSC	Marketing Campaign Management					
TSC Description	Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TAE-SNM-2017-1.1-1	TAE-SNM-3017-1.1-1	TAE-SNM-4017-1.1-1	TAE-SNM-5017-1.1-1	
		Conduct pre-campaign testing and collect information pertaining to campaign performance	Execute marketing campaigns based on creative briefs, ensure compliance with budgetary requirements and collaborate with partners closely	Develop marketing campaigns and enhance campaign awareness and campaign visibility	Drive marketing campaign development, implementation and review the effectiveness of campaign to achieve organisational objectives	
Knowledge		<ul style="list-style-type: none"> Objectives of campaign Types of products and/or services to be advertised Items to evaluate during pre-campaign testing Types of outdoor, print and broadcast media Types of mobile marketing Types of online and social media platforms Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> Objectives of campaigns Components of operational plans Considerations when selecting the marketing mix Types of products and/or services to be advertised Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Objectives of marketing strategies Components of operational plans Considerations when selecting the marketing mix Components of budgets Marketing campaign management tactics E-commerce trends Messages to be communicated Products to be advertised Possible media options Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> Marketing strategies Dimensions of marketing campaign effectiveness Campaign evaluation tools and methods Types of performance metrics Mechanics of an integrated marketing communications structure Types of messages to be communicated Types of products to be advertised 	

**SKILLS FRAMEWORK FOR TRAINING AND ADULT EDUCATION
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

<p>Abilities</p>		<ul style="list-style-type: none"> • Contribute ideas for campaign development • Collect information pertaining to past campaign performance for outdoor, printed, broadcast media, mobile, online and social media platforms • Participate in a continuous pre-campaign testing cycle on marketing communications and activities • Perform tasks in relation to pre-campaign testing activities • Collect data for marketing campaign effectiveness evaluation • Support evaluation of marketing campaign for improvement 	<ul style="list-style-type: none"> • Execute marketing campaign in alignment to marketing strategies, operational plans and budgets • Review pre-campaign testing plans • Monitor marketing campaign performance and effectiveness in accordance with performance measures to further refine action plans • Analyse pre-campaign testing data to develop and document recommendations for improvement in future marketing campaigns • Monitor media platforms for marketing campaign execution and competitors' responses • Monitor feedback from customers, employees and online platforms 	<ul style="list-style-type: none"> • Develop operational plans to achieve marketing campaign objectives • Select relevant communication tools to reach out to target markets effectively • Set performance measures for each element of the campaigns • Manage pre-campaign testing plans to gauge effectiveness of the campaigns and refine operational plans • Manage operational plans and budgets • Evaluate feedback from customers and partners to determine effectiveness of the campaigns • Refine marketing campaigns to enhance its effectiveness • Monitor and evaluate marketing campaign performance and effectiveness in accordance with performance measures to further refine operational plans • Evaluate media effectiveness against media cost 	<ul style="list-style-type: none"> • Establish marketing strategies and marketing campaign objectives • Establish target market profiles, customers profiles and/or personas • Establish performance targets aligned to sales, and marketing strategies and objectives • Select performance metrics and targets to measure effectiveness of marketing operational plans • Drive marketing campaign action plans and chain of activities aligned to marketing strategies • Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives • Recommend improvements to marketing operational plans based on evaluation outcomes 	
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