

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Branding, Publicity, Digital Marketing and E-Commerce					
<b>TSC</b>	Marketing Campaign Management					
<b>TSC Description</b>	Develop evaluation strategies for marketing campaign effectiveness and analyse data to provide recommendations for improvements in future marketing campaigns					
<b>TSC Proficiency</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>WST-SNM-2017-1.1-1</b>	<b>WST-SNM-3017-1.1-1</b>	<b>WST-SNM-4017-1.1-1</b>	<b>WST-SNM-5017-1.1-1</b>	
		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	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Objectives of campaigns</li> <li>Types of products and/or services to be advertised</li> <li>Items to evaluate during pre-campaign testing</li> <li>Pre-campaign testing evaluation criteria</li> <li>Types of marketing communication channels</li> <li>Marketing mix</li> <li>Elements of marketing planning</li> <li>Techniques for customer profiling</li> </ul>	<ul style="list-style-type: none"> <li>Components of operational plans for marketing campaigns</li> <li>Considerations when selecting the marketing mix</li> <li>Marketing campaign performance analysis</li> <li>Campaign scheduling and business cycles</li> <li>Means of using data gathered from pre-campaign testing</li> <li>Principles of customer profile segmentation</li> <li>Vendor communications</li> </ul>	<ul style="list-style-type: none"> <li>Components of budgets</li> <li>Marketing campaign management tactics</li> <li>E-commerce trends and analysis</li> <li>Marketing communication strategies</li> </ul>	<ul style="list-style-type: none"> <li>Marketing campaign strategies</li> <li>Dimensions of marketing campaign effectiveness</li> <li>Marketing campaign Key Performance Indicator (KPI) setting and performance analysis</li> <li>Campaign evaluation tools and methods</li> <li>Types of performance metrics</li> <li>Mechanics of an integrated marketing communications structure</li> <li>Types of messages to be communicated</li> <li>Product customisation for target customer profiles</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Participate in a continuous pre-campaign testing cycle on marketing communications and messages</li> <li>Contribute ideas for campaign development</li> <li>Collect information pertaining to past campaign performance</li> <li>Perform tasks in relation to pre-campaign testing activities</li> </ul>	<ul style="list-style-type: none"> <li>Execute marketing campaign in alignment to marketing strategies, operational plans and budgets</li> <li>Conduct pre-campaign testing plans</li> <li>Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans</li> </ul>	<ul style="list-style-type: none"> <li>Develop operational plans to achieve marketing campaign objectives</li> <li>Select relevant communication tools to reach out to target markets effectively</li> <li>Set performance measures for each element of the campaigns</li> <li>Manage pre-campaign testing plans to gauge</li> </ul>	<ul style="list-style-type: none"> <li>Establish campaign objectives</li> <li>Establish target market profiles, customers profiles and/or personas</li> <li>Establish performance targets aligned to sales and marketing strategies and objectives</li> <li>Select performance metrics and targets to measure effectiveness of marketing operational plans</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Collect data for campaign effectiveness evaluation</li> <li>• Support evaluation of campaign performance for improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse evaluation data to develop and document recommendations for improvement in future marketing campaigns</li> <li>• Monitor digital platforms for campaign execution and competitors' responses</li> <li>• Gather offline and online feedback from internal and external stakeholders</li> </ul>	<p>effectiveness of the campaigns and refine operational plans</p> <ul style="list-style-type: none"> <li>• Manage operational plans</li> <li>• Manage campaign budgets</li> <li>• Evaluate customer responses to determine effectiveness of the campaigns</li> <li>• Refine campaigns to enhance its effectiveness</li> <li>• Monitor and evaluate campaign performance and effectiveness in accordance with performance measures to further refine operational plans</li> <li>• Evaluate digital platforms and marketing channels effectiveness against cost</li> </ul>	<ul style="list-style-type: none"> <li>• Drive marketing campaign action plans and chain of activities aligned to marketing strategies</li> <li>• Evaluate performance effectiveness of marketing operational plans in meeting marketing objectives</li> <li>• Recommend improvements to marketing operational plans based on evaluation outcomes</li> </ul>	
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