

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Marketing Communications					
TSC	Digital Marketing					
TSC Description	Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value propositions through the use of various digital marketing channels and platforms					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-SNM-2042-1.1	HAS-SNM-3042-1.1	HAS-SNM-4042-1.1	HAS-SNM-5042-1.1	
		Carry out digital marketing campaign activities and monitor digital marketing channels' performance	Execute digital marketing campaigns across different marketing channels to promote online presence	Evaluate performance of digital marketing channels and develop processes to create, integrate and improve digital marketing campaigns	Define and integrate digital marketing strategies and lead evaluation of digital marketing performance and investments	
Knowledge		<ul style="list-style-type: none"> Types of digital marketing channels Performance metrics of digital marketing channels Principles of Search Engine Optimisation (SEO) Principles of Paid Search Engine Marketing (SEM) and Pay-Per-Click (PPC) models Types of online communities and forums Digital marketing campaigns' target markets and behaviours Sources for contact databases Principles of data privacy 	<ul style="list-style-type: none"> Search Engine Optimisation (SEO) techniques Search Engine Marketing (SEM) techniques Mobile marketing techniques Content creation guidelines across digital marketing channels Principles of customer-engagement marketing Personal Data Protection Act (PDPA) guidelines Principles of integrated digital marketing Techniques to engage customers through digital platforms 	<ul style="list-style-type: none"> Performance criteria of digital marketing channels Quantitative techniques to calculate Return on Investment (ROI) of digital marketing efforts Benefits and limitations of different digital marketing channels Differences and similarities between online and traditional consumer behaviours Personal Data Protection Act (PDPA) Technological advances in digital marketing 	<ul style="list-style-type: none"> Methods for analysis of digital marketing Return on Investment (ROI) Integrated digital marketing strategies and models Frameworks for designing integrated digital marketing strategies Techniques to draw insights from marketing analytics Developments in emerging marketing channels 	
Abilities		<ul style="list-style-type: none"> Track traffic flow and conversion rates of digital marketing channels Conduct routine keyword discovery, expansion and optimisation for SEO Monitor PPC's keywords bids 	<ul style="list-style-type: none"> Analyse traffic flow and conversion rates of digital marketing channels for trends Perform keyword discovery, expansion and optimisation for SEO Manage Pay-Per-Click (PPC) accounts on search platforms 	<ul style="list-style-type: none"> Review key performance indicators of digital marketing channels Calculate ROI of customer acquisition tools and digital marketing channels Develop processes to integrate online and traditional marketing campaigns 	<ul style="list-style-type: none"> Evaluate ROI for online customer acquisition tools and digital marketing channels Formulate key performance indicators for digital marketing channels Define goals and objectives of digital marketing strategies 	

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		<ul style="list-style-type: none"> • Identify trending topics across online communities and forums • Collate information for digital content suited for target markets • Maintain organisation's contact databases for email marketing • Follow organisational data privacy policies 	<ul style="list-style-type: none"> • Deploy mobile-friendly digital assets and campaigns (PL4) • Create content for target markets across digital marketing channels and media platforms • Execute engagement plans for online customers (PL4) • Implement organisation's data privacy policies 	<ul style="list-style-type: none"> • Develop content creation guidelines for target markets across digital marketing channels • Develop processes to create a seamless online presence over web, social and mobile • Develop plans to engage and connect with online customers • Develop organisational guidelines for privacy and appropriate use of personal data • Adapt technological advances in digital marketing to marketing campaigns 	<ul style="list-style-type: none"> • Lead development of a seamless online presence over web, social, and mobile • Integrate digital marketing to overall marketing strategies 	
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