

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Digital Marketing					
<b>TSC Description</b>	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					
<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>TOU-SNM-2042-1.1</b>	<b>TOU-SNM-3042-1.1</b>	<b>TOU-SNM-4042-1.1</b>	<b>TOU-SNM-5042-1.1</b>	
		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	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of digital marketing channels</li> <li>Performance metrics of digital marketing channels</li> <li>Principles of Search Engine Optimisation (SEO)</li> <li>Principles of Paid Search Engine Marketing (SEM) and Pay-Per-Click (PPC) models</li> <li>Types of online communities and forums</li> <li>Digital marketing campaigns' target markets and behaviours</li> <li>Sources for contact databases</li> <li>Principles of data privacy</li> </ul>	<ul style="list-style-type: none"> <li>Search Engine Optimisation (SEO) techniques</li> <li>Search Engine Marketing (SEM) techniques</li> <li>Mobile marketing techniques</li> <li>Content creation guidelines across digital marketing channels</li> <li>Principles of customer-engagement marketing</li> <li>Personal Data Protection Act (PDPA) guidelines</li> <li>Principles of integrated digital marketing</li> <li>Techniques to engage customers through digital platforms</li> </ul>	<ul style="list-style-type: none"> <li>Performance criteria of digital marketing channels</li> <li>Quantitative techniques to calculate Return on Investment (ROI) of digital marketing efforts</li> <li>Benefits and limitations of different digital marketing channels</li> <li>Differences and similarities between online and traditional consumer behaviours</li> <li>Personal Data Protection Act (PDPA)</li> <li>Technological advances in digital marketing</li> </ul>	<ul style="list-style-type: none"> <li>Methods for analysis of digital marketing Return on Investment (ROI)</li> <li>Integrated digital marketing strategies and models</li> <li>Frameworks for designing integrated digital marketing strategies</li> <li>Techniques to draw insights from marketing analytics</li> <li>Developments in emerging marketing channels</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Track traffic flow and conversion rates of digital marketing channels</li> <li>Conduct routine keyword discovery, expansion and optimisation for SEO</li> </ul>	<ul style="list-style-type: none"> <li>Analyse traffic flow and conversion rates of digital marketing channels for trends</li> <li>Perform keyword discovery, expansion and optimisation for SEO</li> </ul>	<ul style="list-style-type: none"> <li>Review key performance indicators of digital marketing channels</li> <li>Calculate ROI of customer acquisition tools and digital marketing channels</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate ROI for online customer acquisition tools and digital marketing channels</li> <li>Formulate key performance indicators</li> </ul>	

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