

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

TSC Category	Business Development, Sales and Marketing					
TSC	E-Commerce Campaign Management					
TSC Description	Develop, manage and execute e-Commerce strategies and campaigns according to agreed timelines and budgetary requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-SNM-2014-1.1	TOU-SNM-3014-1.1-1	TOU-SNM-4014-1.1-1	TOU-SNM-5014-1.1-1	
		Conduct pre-campaign testing and collect information pertaining to campaign performance	Execute and monitor e-Commerce campaigns activities and collaborate with partners closely	Develop detailed e-Commerce campaigns, manage their performance and liaise with partners to enhance online awareness, website and campaign visibility	Drive e-Commerce campaign development, implementation and review the effectiveness of campaigns to achieve organisational objectives	
Knowledge		<ul style="list-style-type: none"> Objectives of campaigns Types of products and/or services to be advertised Items to evaluate during pre-campaign testing Pre-campaign testing evaluation criteria 	<ul style="list-style-type: none"> E-Commerce campaign execution tactics Messages to be communicated Methods to advertise products online Possible media options Campaign schedules Means of using data gathered from pre-campaign testing 	<ul style="list-style-type: none"> E-Commerce campaign management tactics Techniques to enhance online awareness and visibility Types of communication tools Types of performance metrics and indicators 	<ul style="list-style-type: none"> Relationship between e-Commerce campaign and strategic objectives Strategic advantages of e-Commerce E-Commerce strategies Dimensions of e-Commerce campaign effectiveness Campaign evaluation tools and methods 	
Abilities		<ul style="list-style-type: none"> Participate in a continuous pre-campaign testing cycle Support evaluation of campaign performance for improvement in future campaigns Contribute ideas for campaign development Collect information pertaining to past campaign performance Perform tasks in relation to pre-campaign testing activities 	<ul style="list-style-type: none"> Execute e-Commerce campaigns in alignment to e-Commerce strategies, sales and marketing strategies Monitor campaign performance and effectiveness in accordance with performance measures Analyse information on e-Commerce sales and customer feedback Identify e-Commerce trends and patterns from campaign analyses 	<ul style="list-style-type: none"> Establish campaign objectives in alignment to e-Commerce strategies, sales and marketing strategies Develop promotion mechanics and online activities for e-Commerce campaigns Select potential communication tools to reach out to target customers effectively Manage execution of campaigns to achieve the desired results 	<ul style="list-style-type: none"> Synergise e-Commerce campaign objectives with organisation's strategic objectives Review performance metrics and targets to measure effectiveness of e-Commerce operational plans Drive e-Commerce campaign action plans and chain of activities aligned to e-Commerce strategies Evaluate performance of e-Commerce operational 	

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		<ul style="list-style-type: none"> • Collect data for campaign effectiveness evaluation 	<ul style="list-style-type: none"> • Monitor social media platforms, online blogs or vlogs and forums related platforms for customer feedback or review 	<ul style="list-style-type: none"> • Evaluate customer responses to determine effectiveness of campaigns • Refine campaigns to enhance their effectiveness • Set performance measures for each element of the campaigns • Manage pre-campaign testing plans • Manage campaign budgets • Collaborate with business partners to create sales opportunities and/or enhance online awareness, website and campaign visibility 	<ul style="list-style-type: none"> plans in meeting e-Commerce and sales objectives • Recommend improvements to e-Commerce operational plans based on evaluation outcomes 	
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