

## Key Purpose

*Digital marketing is the component of marketing that utilises internet and online based digital technologies to promote products and services.*

## Key Competency Areas

These standards cover the range of functions carried out by digital marketing professionals. They are aimed at those employed directly by an organisation or who work for an agency or consultancy in areas such as digital marketing management, market research, advertising and public relations. There are four key areas within the Digital Marketing NOS Functional Map, as follows.

A. Developing and Applying Principles and Theories of Digital Marketing

B. Developing Content, Storytelling and Influencing for Digital Marketing

C. Using the Digital Technologies, Channels and Platforms

D. Carrying out Analysis and Evaluation

These Competency Areas are expanded by Key Functions defined by NOS:

Key Competency Areas	Key Functions defined by NOS
A. Developing and Applying Principles and Theories of Digital Marketing	INSDGM001 - Develop and implement digital marketing strategies INSDGM002 - Plan and deliver digital marketing campaigns for your organisation INSDGM003 - Comply with ethical, legal, regulatory requirements and codes of practice in digital marketing
B. Developing Content, Storytelling and Influencing for Digital Marketing	INSDGM004 - Write and create content for multiple digital platforms INSDGM005 - Maintain and promote brand's online presence INSDGM006 - Promote content through social media channels, CRM systems and digital platforms
C. Using the Digital Technologies, Channels and Platforms	INSDGM007 - Manage digital interfaces and platforms in line with direct marketing campaign objectives INSDGM0008 - Develop skills and competencies about social media channels and digital platforms INSDGM0009 - Create, manage and modify web pages using content management systems (CMS)
D. Carrying out Analysis and Evaluation	INSDGM010 - Manage, evaluate and report on digital marketing campaigns INSDGM011 - Use analytical tools to evaluate performance of digital marketing activities