**Name of the Job Role:** Digital Marketing Manager

**QP Code and NSQF Level:** MES/Q706

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Orientation Component/Activity</th>
<th>Topic</th>
<th>Sub-Topics</th>
<th>Topic Duration (in hours)</th>
<th>Learning Outcomes</th>
</tr>
</thead>
</table>
| 1     | Domain Training                | Develop a digital marketing strategy | 1. Set-up digital marketing goals based on organization’s objectives  
2. Identify and understand the target audience  
3. Identify the digital channels and set-up campaign budgets  
4. Define KPIs to measure performance of campaigns | 2 Hr.                      | PC1. identify and understand organization’s objectives for aligning digital marketing campaigns towards it  
PC2. set-up clear, specific and measurable goals for each digital marketing campaign  
PC3. analyze current customer base to find out their common characteristics and interests  
PC4. research about the key competitors to identify who they are targeting and who are their current customers  
PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research  
PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals  
PC7. set-up and allocate the budget for each digital marketing channel |
| Domain Training | Plan and conduct digital marketing campaigns | 1. Plan and prioritize the set-up of campaigns  
2. Delegate tasks to the team members  
3. Review the set-up of campaigns | 2 Hr. | PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results  
PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources  
PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.  
PC4. delegate the campaign tasks to the team members along with set completion deadline  
PC5. monitor the work progress, review the quality and give feedback to the team members  
PC6. test and ensure that the conversion tracking is set-up properly for each campaign  
PC7. review the target audience, keywords and scheduling of all the campaigns  
PC8. review and ensure that the campaign budgets are set-up as per the plan |
| --- | --- | --- | --- | --- |
| Domain Training | Optimize campaign’s performance and expenditure | 1. Analyze the campaign insights on different channels  
2. Make the required changes | 2 Hr. | PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.  
PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives  
PC3. create a comparison report to analyze campaign’s performance on different channels such as search and social  
PC4. analyze and remove the low performing keywords from the campaigns based on the insights  
PC5. stop the advertisement with low click-through rate (CTR) and conversion rates |
<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PC6. increase the bids for the best performing keywords to get higher advertising rankings PC7. allocate more budgets towards the better performing campaigns generating higher return on investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Soft Skills and Entrepreneurship Tips specific to the Job Role</strong></td>
<td><strong>Communication &amp; team work</strong></td>
<td><strong>2 Hr.</strong> Communicate what one intends to, to other team mates</td>
</tr>
<tr>
<td></td>
<td><strong>E wallet &amp; digital literacy/e-commerce</strong></td>
<td><strong>2 Hr.</strong> Online transaction system using smart phones/computer Awareness about faradism</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Familiarization to Assessment Process and Terms</strong></td>
<td><strong>Need and importance of Assessment</strong></td>
<td><strong>1 Hr.</strong> Should be able to understand importance of assessment</td>
</tr>
<tr>
<td></td>
<td><strong>Process and modes of assessments</strong></td>
<td><strong>1 Hr.</strong> Should become familiar with the process of assessment</td>
<td></td>
</tr>
</tbody>
</table>

*Duration: 2 hours*