



# Digital Marketer Level 3 Standard Delivery Plan





## Technical Knowledge and Understanding

***Understands and can apply basic marketing principles*** – including but not limited to topics on:

- How to explain what marketing is,
- The marketing mix,
- What can be marketed, and the value of marketing.
- Explaining the evolution of the marketing concept.
- Understanding the value from the perspectives of customers, producers, and society.
- Explaining the basics of market planning.
- Marketing management process – Analysing market opportunities, selecting target markets, designing marketing strategies, planning marketing programs, organising implementing and controlling the marketing.

***Understands and can apply the customer lifecycle*** - including but not limited to topics on:

- What is the customer lifecycle and how to implement it e.g. Reach, Acquire, Develop, Nurture, Retention, Advocacy
- 4p's
- 7p's
- Creating Utility
- The exchange process
- The product lifecycle

***Understands the role of customer relationship marketing (CRM)*** - including but not limited to topics on:

- What is CRM?
- How to value a customer
- Advantages and disadvantages of CRM
- How to relate this to social and digital media

***Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly.***

***Understands the main components of Digital and Social Media Strategies*** -

Including but not limited to topics on:

- management of digital presence
- importance of content design
- creating online engagement
- team integration
- performance management
- Your website e.g. User friendly, should speak about the brand/business, SEO
- Email marketing
- Blogging
- Analytics

Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together.

## Technical Knowledge and Understanding

*Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms*

*Understands and responds to the business environment and business issues related to digital marketing and customer needs*

*Understands and follows digital etiquette*

*Understands how digital platforms integrate into the working environment*

*Understands and follows the required security levels necessary to protect data across digital and social media platforms*

## Technical Competencies

- Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication
- Research: analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns
- Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives
- Data: reviews, monitors and analyses online activity and provides recommendations and insights to others
- Customer service: responds efficiently to enquiries using online and social media platforms.
- Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms
- Analysis: understands and creates basic analytical dashboards using appropriate digital tools
- Implementation: builds and implements digital campaigns across a variety of digital media platforms
- Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Uses digital tools effectively
- Digital analytics: measures and evaluates the success of digital marketing activities

Interprets and follows:

- latest developments in digital media technologies and trends
- marketing briefs and plans
- company defined 'customer standards' or industry good practice for marketing
- company, team or client approaches to continuous integration
- Can operate effectively in their own business's, their customers' and the industry's environments

## Vendor Qualifications

The learner will be required to take at least one of the following vendor qualifications before taking the End Point Assessment EPA.

### Knowledge Modules Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)

## Knowledge Modules Vendor or Professional Qualifications

### MTA HTML 5

Topics include:

#### Managing the application life cycle

- Understanding the platform fundamentals
- Managing the state of an application
- Debugging and testing an HTML5-based touch-enabled application
- Publishing an application to a store.

#### Building the user interface by using HTML5

- Choosing and configuring HTML5 tags to display text content
- Choosing and configuring HTML5 tags to display graphics
- Choosing and configuring HTML5 tags to play media
- Choosing and configuring HTML5 tags to organize content and forms
- Choosing and configuring HTML5 tags for input and validation.

#### Formatting the user interface by using CSS

- Understanding the core CSS concepts
- Arranging user interface (UI) content by using CSS
- Managing the flow of text content by using CSS
- Managing the graphical interface by using CSS.

#### Coding by using JavaScript

- Managing and maintaining JavaScript
- Updating the UI by using JavaScript
- Coding animations by using JavaScript
- Accessing data access by using JavaScript
- Responding to the touch interface
- Coding additional HTML5 APIs
- Accessing device and operating system resources.

### CIW – Site Development Associate

Topics include:

- Web site development using Hypertext Markup Language (HTML) and Extensible HTML (XHTML)
- Manual code writing, graphical user interface (GUI) authoring tools, and XHTML code validation
- Web page development using images, hyperlinks, tables, forms and frames
- CGI and connecting Web pages to databases
- Internet marketing and search engine optimization (SEO)
- Cascading Style Sheets (CSS) for formatting Web page content, and fundamental Web design concepts
- Development of Web sites as managed projects
- Introductory e-commerce solutions, and the relationship of Web site development to business goals.

Knowledge Modules  
Knowledge Module 2:  
Marketing Principles (for  
Level 3 Digital Marketer)

Knowledge Modules Vendor or Professional Qualifications

**Google Squared**

Topics include:

- Propose how your organisation can engage with targeted segments using customer-centric approaches to stay relevant in business
- Evaluate the changing digital landscape to propose ideas that help marketing functions respond to digital disruption
- Integrate technology into your customer-centric marketing strategies to reach your targeted segments at the right time
- Assess data with a single customer mindset to inform strategic decisions that grow your business
- Recommend transformational strategies that enable your organisation to leverage the latest technology developments in its marketing practices.

**CIM (CIM level 4 award in Digital Marketing) Dot Native -**

Topics include:

- The digital landscape – Understand the opportunities and challenges presented through the disruptive digital environment
- Assess the impact and influence of the dynamic digital environment
- Digital toolkit – Understand how key digital tools can support and enhance marketing
- Understand the relevance of digital platforms and channels in context
- Digital in action – Develop digital activities to support and enhance multichannel marketing. Apply the key principles involved in monitoring and measuring digital marketing effectiveness.

**CIW – Internet Business Associate -**

Topics include:

- Internet connection methods, Internet protocols, the Domain Name System (DNS) and cloud computing
- The basic functions of Web browsers, the components of Web addresses, the use and control of cookies, and browser use in the business world
- Browser plug-ins and add-ons, and use of browsers to download and manage files
- Databases as they relate to Web search engines, and ways to conduct basic and advanced Web searches
- Configuration and use of e-mail clients, guidelines for effective communication over the Internet using modern Web technologies and social networking tools
- Internet research and collaboration tools, software development tools, and the patent and licensing practices that accompany software applications
- Issues and risks associated with the Internet, and the security measures that can keep your computer system and your personal information secure
- Fundamental elements of project and program management, and the importance of acquiring these skills for all IT job roles.

Knowledge Modules  
Knowledge Module 3: Digital  
Marketing Business Principle  
(for level 3 Digital Marketer  
Apprenticeship)

Knowledge Modules Vendor or Professional Qualifications

**Google Analytics IQ (GAIQ) -**

Topics include:

Google recommends the following two online courses are studied before taking the GAIQ :

**Google Analytics for Beginners**

**Unit 1: Introducing Google Analytics**

- Why digital analytics?
- How Google Analytics works
- Google Analytics setup
- How to set up views with filters
- Unit 2: The Google Analytics layout
- Navigating Google Analytics
- Understanding overview reports
- Understanding full reports
- How to share reports
- How to set up dashboards and shortcuts

**Unit 3: Basic Reporting**

- Audience reports
- Acquisition reports
- Behavior reports

**Unit 4: Basic Campaign and Conversion Tracking**

- How to measure Custom Campaigns
- Tracking campaigns with the URL Builder
- Use Goals to measure business objectives
- How to measure Google Ads campaigns

**Advanced Google Analytics**

**Unit 1: Data Collection and Processing**

- Google Analytics data collection
- Categorizing into users and sessions
- Applying configuration settings
- Storing data and generating reports
- Creating a measurement plan

**Unit 2: Setting Up Data Collection and Configuration**

- Organize your Analytics account
- Set up advanced filters on views
- Create your own Custom Dimensions
- Create your own Custom Metrics
- Understand user behavior with Event Tracking

**Unit 3: Advanced Analysis Tools and Techniques**

- Segment data for insight
- Analyze data by channel
- Analyze data by audience
- Analyze data with Custom Reports
- Unit 4: Advanced Marketing Tools
- Introduction to remarketing
- Better targeting with Dynamic Remarketing

Knowledge Modules  
Knowledge Module 3: Digital  
Marketing Business Principle  
(for level 3 Digital Marketer  
Apprenticeship)

Knowledge Modules Vendor or Professional Qualifications

**CIW – Social Media**

Topics include:

- Explain business uses of social media.
- Identify steps involved in a creating successful social media campaign.
- Discuss crowdsourcing and crowd shaping strategies.
- Identify strategies and tactics for creating and using folksonomies.
- Summarize and deploy typical social media metrics.
- Explain the concept of gamification in relation to social media, including peer-based endorsements.
- Identify and use tactics for gathering and analyzing data.
- Explain specific user-tracking techniques.
- Track virtual and brick-and-mortar business using social media and Web technologies.
- Explain and interpret data reuse strategies.
- Create reports about strengths and deficiencies of existing social media strategies.

**Google Squared**

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*This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration.*

*Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.*



**Example of how the end point assessment EPA works for the Digital marketing standard:**

The final, end point assessment is completed in the last few months of the apprenticeship. It is based on:

***A portfolio*** – collated towards the end of the apprenticeship. This contains evidence from real work projects which have been completed during the apprenticeship and which, taken together, cover the totality of the standard, and which is assessed as part of the end point assessment.

***A project*** - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace

***An employer reference***

***A structured interview for the learner with an End Point Assessor*** - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced

An independent End Point Assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a pass, a merit or a distinction.

## Why Choose Tess?

- 2017 Ofsted Visit gave us a Good rating.
- Investors in People rated us Gold
- Won Apprenticeship Provider of the Year 2016 at the Apprenticeships4England Awards.
- We stand out from the industry as being a Learning & Development Provider with an MD that is CIPD qualified so the focus is definitely on learning!
- Learner & Employer Portal which shows real-time course progress plus allows learners to work on outstanding actions and attend e-learning sessions
- Reporting & Communication - the business has a dedicated Account Manager who is there to help with any queries. We also provide customised 24/7 live reporting to keep you up to speed with value from the apprenticeships.
- Tailored Marketing - we offer bespoke brochures and an online portal where interested learners can find out more about the qualifications. This marketing would have your business logo and input to it, to make it fit for purpose.
- Diverse Qualifications and training solutions for each person & department

For more information, please call 01604 210 500

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