

# NATIONAL VOCATIONAL QUALIFICATION

## DIGITAL MARKETING

(Level-3)



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## 1. INTRODUCTION

Digital Marketing (DM) is the term used for the targeted, measurable, and interactive marketing of products or services using digital platforms to reach the viewers, turn them into customers, and retain them. Moreover, digital marketing is defined as a journey that can take an individual or organization towards new markets, discover new opportunities and protect the current landscape. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops. Further, the key benefits of digital marketing are:

- 1) Allows companies to promote themselves to large, diverse audience that could not be reached through traditional marketing such as phone and email-based advertising.
- 2) Marketing on most social media platforms comes at little to no cost making it accessible to virtually any size business.
- 3) Accommodates personalized and direct marketing that targets specific demographics and markets.
- 4) Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately.
- 5) Ideal environment for a company to conduct market research.
- 6) A mean of obtaining information about competitors and boost competitive advantages.
- 7) Social platforms can be used to promote brands, events, deals, and news.
- 8) Platforms can also be used to offer incentives in the form of loyalty points and discounts.

Furthermore, the digital marketing covers the following major parts: Fundamentals of DM, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Video Marketing, Email Marketing, Affiliate Marketing, Mobile Marketing, Content Marketing, E-commerce Marketing, Analytics and Data Management, Content Writing, and Blogging.

Being conscious of the emerging trends in the market, National Vocational & Technical Training Commission (NAVTTTC) has developed competency standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Digital Marketing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skill in the ability to explore and analyze digital market in a better manner.

## 2. PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to give the trainee a thorough understanding of Digital Marketing to compete local and international job market. Digital Marketing is diversified and continuously subject to changes. It is therefore important to stress the need for a multidisciplinary approach to meet the challenges within the Digital Marketing sector. Upon successful completion, this course will be able to:

- Produce Blogger
- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Digital Marketing.
- Produce Content Marketer
- Produce Video Marketer

- Produce Content Writer
- Produce SEO Assistant
- Produce SEO Expert
- Produce Junior Social Media Marketer

### 3. DATE OF VALIDATION

These national qualifications have been validated by the Qualification Validation Committee (QVC) from 4-8 August 2020 in Lahore and will remain valid until 08 August 2023.

### 4. DATE OF REVIEW

These national qualifications may be reviewed in July 2023.

### 5. CODE OF QUALIFICATION

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling, and analyzing cross-nationally comparable statistics on education and training, ISCED codes for these qualifications as assigned as follow:

ISCED CLASSIFICATION FOR DIGITAL MARKETING	
Code	Description
000000000	National Vocational qualification Level-2 in Content Writer
000000000	National Vocational qualification Level-3 in Junior Digital Marketer
000000000	National Vocational qualification Level-4 in Senior Digital Marketer
000000000	National Vocational qualification Level-5 in Digital Marketing Expert

### 5.1.1.QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualification development workshop from 06-10 July 2020 in Lahore:

S. No.	Name & Designation	Organization
1.	Sajawal Khan Senior Software Engineer	King Edward Medical University, Lahore
2.	Farhan Abbas Senior Software Engineer	King Edward Medical University, Lahore
3.	Dr Muhammad Hamid Lecturer	University of Veterinary and Animal Sciences, Lahore
4.	Rahat Jabeen Graphic Designer	FreeLancer / Self Employed
5.	Adnan Aziz Alam Digital Marketing Instructor	Sanabel Ventures / PNY trainings
6.	Hassan Kazmi Instructor CIT	GCT Raiwind Road, Lahore / PTEVTA Representative, Lahore
7.	Sohail Asgher CEO	TechHive.pk
8.	Usawal Idrees CEO / Instructor DM	Conversion Elevation / UET
9.	Ali Raza Director DM Trainer	Eerkinstech / Information Technology University, Lahore
10.	Zeshan Bela CEO	EZ Solutions, Lahore
11.	Tariq Mehboob Database Admin	PBTE Representative
12.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTTC, Islamabad
13.	Muhammad Aasim Assistant Director / Coordinator	NAVTTTC HQ Islamabad

### 5.1.2. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualification validation workshop from 04 to 08 August 2020, in Lahore:

S. No.	Name & Designation	Organization
1.	Zeshan Bela CEO	EZ Solutions, Lahore
2.	Sohail Asgher CEO	TechHive.pk
3.	Adnan Aziz Alam Digital Marketing Instructor	Sanabel Ventures / PNY trainings
4.	Dr. Muhammad Hamid Lecturer	University of Veterinary and Animal Sciences, Lahore
5.	Sajawal Khan Senior Software Engineer	King Edward Medical University, Lahore
6.	Ms.Momina Hafeez Digital Marketer	ShopVilla.com.pk
7.	Ahmad Hassan Digital Marketer	Black Urban Tech
8.	Shaukat Ali Rana Deputy Controller PBTE	Representative PBTE, Lahore
9.	Ms.Nasreen Akhtar Instructress in CS	Representative KP TEVTA GPI (W) D.I.KHAN
10.	Talat Saeed Lecturer	Representative S-TEVTA GCT S.I.T.E KARACHI
11.	Engr. Mehmood Ur Rehman Assistant Professor	Representative B-TEVTA GCT QUETTA
12.	Muhammad Adil Senior Instructor IT	Representative P-TEVTA GCT LAYYAH
13.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTTC, Islamabad
14.	Muhammad Aasim Assistant Director / Coordinator	NAVTTTC HQ Islamabad

### 6. ENTRY REQUIREMENTS

Entry requirements of these qualifications are Matric or level 4 or equivalent

### 7. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable



## 7.1. SUMMARY OF COMPETENCY STANDARDS

Sr.	Competency Standards	Occupation	Estimated Contact Hours			Total Credit Hours
			Th.	Pr.	Total	
LEVEL – 3						
1.	Select Niche for Affiliate Marketing and Blog	Junior Digital Marketer	6	24	30	3
2.	Publish Blog content		11	39	50	5
3.	Create content for affiliate marketing product		7	33	40	4
4.	Develop video Marketing Content		7	33	40	4
5.	Perform On-Page Search Engine Optimization (SEO)		19	81	100	10
6.	Perform Off-Page Search Engine Optimization (SEO)		12	48	60	6
7.	Establish Social Media Platform Profiles		11	39	50	5
8.	Manage Facebook Page Basic Configuration		11	39	50	5
9.	Manage Instagram Account Basic Configuration		8	42	50	5
10.	Manage Twitter Tweets		6	24	30	3
11.	Manage YouTube Basic Video Posting		6	24	30	3
12.	Manage LinkedIn Page		10	30	40	4
13.	Communicate at Workplace		6	24	30	3

<b>TOTAL</b>	<b>120</b>	<b>480</b>	<b>600</b>	<b>60</b>
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## 061DM03- 1 : Select Niche for Blog and Affiliate Marketing

**Overview:** This competency standard covers the skills and knowledge required to explore niche and can select his/her niche. The trainee will be expected to explore niche and can select his/her niche via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Research and Filter area	<p><b>You must be able to:</b></p> <p><b>P1.</b> Perform research on the available platforms for topic/product</p> <p><b>P2.</b> Select suitable category</p> <p><b>P3.</b> Search for top areas</p> <p><b>P4.</b> Select suitable topic/product category</p> <p><b>P5.</b> Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc.</p> <p><b>P6.</b> Select most relevant area of niche according to the category</p>
<b>CU 2.</b> Perform competitive analysis	<p><b>You must be able to:</b></p> <p><b>P1.</b> Search competitors</p> <p><b>P2.</b> Analyze competitor's working according to the 4 Ps.</p> <p><b>P3.</b> Identify the competitive edge on the basis of 4 Ps</p> <p><b>P4.</b> Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner</p>

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:

- Understand Search Engines and their working.
- Define important terminologies related to affiliate marketing like niche, keyword, CPC and CTR etc.
- Differentiate between keyword difficulty levels.
- Describe competitive analysis

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Understand Search Engines and their working.
- Describe affiliate market
- List key attributes of the affiliate marketing
- Describe competitive analysis
- Define the term niche
- Identify his area of strength
- Understands traffic production and traffic analysis
- Identify the potential of niche
- Identify keywords matching his niche
- Mention the difficulty levels of different keywords

## Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Web Browser
2.	Search Engines (Google, Bing, yahoo)
3.	Google Keyword Planner
4.	Moz

## 061DM03- 2 : Publish Blog Content

**Overview:** This competency standard covers the skills and knowledge required to write and design the post for Blog. The trainee will be expected to identify, setting up business and creating and posting blog content via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Conduct research for blog post	<b><i>You must be able to:</i></b> <b>P1.</b> Research latest and hot topics for Blog posts <b>P2.</b> Identify keywords for Title <b>P3.</b> Search keywords for contents <b>P4.</b> Search keywords for tags
<b>CU 2.</b> Select eye caching title	<b><i>You must be able to:</i></b> <b>P1.</b> Search different titles to attract audience <b>P2.</b> Select relevant focus keywords that can be used in title
<b>CU 3.</b> Create content for the idea	<b><i>You must be able to:</i></b> <b>P1.</b> Select keywords for content <b>P2.</b> Prepare textual content of the post in effective manners to narrate the whole idea <b>P3.</b> Use textual, images and infographics in the contents of the idea <b>P4.</b> Use ALT (alternate) keywords in image <b>P5.</b> Relate Latent Semantic Index (LSI) keywords in the contents <b>P6.</b> Design images for the contents
<b>CU 1.</b> Add keywords in Tags	<b><i>You must be able to:</i></b> <b>P1.</b> Search local competitors within selected niche. <b>P2.</b> Search global competitors within selected niche. <b>P3.</b> Find out competitors in local and international market <b>P4.</b> Select keywords for tag <b>P5.</b> Add best suitable tag to the content as per niche
<b>CU 2.</b> Publish post	<b><i>You must be able to:</i></b> <b>P1.</b> Compile content for Blog post <b>P2.</b> Check spelling and grammar mistakes <b>P3.</b> Avoid using copy righted content for post <b>P4.</b> Upload content on the Blog <b>P5.</b> Publish the post <b>P6.</b> Troubleshoot / report errors

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:

- Understand title of the Post
- Understand description of the post
- Able to research and create the content
- Define infographics
- Illustrate Latent Semantic Indexing (LSI)
- Understands the importance of an idea to be posted on the blog
- Understands the platforms and methods to gather information for the post
- Understands compiling of the content
- Understands posting to the blog
- Describe Blogging platforms

### **Critical Evidence(s) Required**

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Able to identify different free sites, platforms to gather information for the post
- Able to compile the content
- Able to make a post on the blog

### **Tools and Equipment**

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web browser
4.	Search Engines
5.	Word Press
6.	WIX
7.	Blogger
8.	Tumblr

## 061DM03- 3 : Create Content For Affiliate Marketing Product

**Overview:** This competency standard covers the skills and knowledge required to design content for its product for affiliate marketing. The trainee will be expected to design content for its product for affiliate marketing via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Research for content of product	<p><b>You must be able to:</b></p> <p><b>P1.</b> Research latest and hot topics for product's content</p> <p><b>P2.</b> Select effective search keywords for research using google trends and keyword planner</p> <p><b>P3.</b> Apply filter in google trends</p> <p><b>P4.</b> Identify keywords for Title</p> <p><b>P5.</b> Search keywords for contents</p> <p><b>P6.</b> Search keywords for tags</p> <p><b>P7.</b> Collect helpful data for the content</p>
<b>CU 2.</b> Select product catchy Title	<p><b>You must be able to:</b></p> <p><b>P1.</b> Create effective search query</p> <p><b>P2.</b> Generate related titles</p> <p><b>P3.</b> Filter titles from the collected data</p> <p><b>P4.</b> Select appropriate catchy title</p>
<b>CU 3.</b> Create content for the niche product	<p><b>You must be able to:</b></p> <p><b>P1.</b> Compile content for product.</p> <p><b>P2.</b> Prepare textual content in effective manners to narrate the idea</p> <p><b>P3.</b> Use textual, images and infographics in the contents of the idea</p> <p><b>P4.</b> Use ALT attributes in image</p> <p><b>P5.</b> Relate Latent Semantic Index (LSI) keywords in the contents</p> <p><b>P6.</b> Design images for the content</p>

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:

- List down important sources of SEO
- Understand title of the Post
- Understand description of the post
- Define infographics
- Illustrate Latent Semantic Indexing (LSI)

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Design the content to promote a product
- Hunt LSI keywords for the content

- Design infographics for the idea
- List down the important sections of the content

## Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Canva (Online Image Designing Tool)
6.	LSIgraph ( <a href="https://lsigraph.com/">https://lsigraph.com/</a> )
7.	Google Keyword Planner
8.	Moz



## 061DM03- 4 : Develop video Marketing Content

**Overview:** This competency standard covers the skills and required knowledge of video marketing. The trainee will be expected to define, understand and demonstrate video marketing via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1. Create video</b>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Plan video content  <b>P2.</b> Script video  <b>P3.</b> Use of cameras  <b>P4.</b> Use video production tools  <b>P5.</b> Set up studio  <b>P6.</b> Record video  <b>P7.</b> Organize footage  <b>P8.</b> Edit video  <b>P9.</b> Choose music  <b>P10.</b> Record voice over</p>
<b>CU 2. Optimize video</b>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Select proper keywords according to video's subject  <b>P2.</b> Use keyword planner tools to optimize video title, description and tags</p>
<b>CU 3. Share / post / upload video</b>	<p><b>You must be able to:</b></p> <p><b>P1.</b> Identify video hosting platforms for sharing / uploading / posting video  <b>P2.</b> Post videos  <b>P3.</b> Analyze video stats and performance</p>

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Understanding basics of video making.
- Understanding to create and edit video.
- Learn to optimize video for posting.
- Learn to post vide.

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Describe basics of video making
- create and edit video
- Optimize video for posting.
- Post video

## Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Internet Connection
3.	Wondershare Filmora

## 061DM03- 5 : Perform On-Page Search Engine Optimization (SEO)

**Overview:** This competency standard covers the skills and knowledge required to perform on-page SEO. The trainee will be expected to perform on-page SEO via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Check on-page SEO parameters	<b>You must be able to:</b> <b>P1.</b> Find the flaws by checking website navigation and meta elements <b>P2.</b> Check website structure to remove flaws <b>P3.</b> Generate report of on-page SEO flaws
<b>CU 2.</b> Optimize On-page factors	<b>You must be able to:</b> <b>P1.</b> Check domain length and type as per standards <b>P2.</b> Optimize page title <b>P3.</b> Optimize meta description
<b>CU 3.</b> Develop keyword density, proximity and prominence	<b>You must be able to:</b> <b>P1.</b> Maintain ideal keyword density <b>P2.</b> Maintain keyword proximity <b>P3.</b> Maintain max keyword prominence
<b>CU 4.</b> Conduct keyword placement	<b>You must be able to:</b> <b>P1.</b> Add keyword in title <b>P2.</b> Add keyword in meta description <b>P3.</b> Add keyword in headings <b>P4.</b> Add keyword in subheadings <b>P5.</b> Add keyword in image name <b>P6.</b> Add keyword in alt tags
<b>CU 5.</b> Analyze domain selection and value	<b>You must be able to:</b> <b>P1.</b> Select minimum character domain name <b>P2.</b> Check domain pricing <b>P3.</b> Include keyword in domain name
<b>CU 6.</b> Optimize file name and title tag	<b>You must be able to:</b> <b>P1.</b> Include keyword in page title <b>P2.</b> Include keyword page URLs
<b>CU 7.</b> Install & Configuer SEO plugin	<b>You must be able to:</b> <b>P1.</b> Install plugins for SEO (Yoast, GKit, AMP) <b>P2.</b> Configure SEO plugins
<b>CU 8.</b> Optimize content with Yoast SEO	<b>You must be able to:</b> <b>P1.</b> Optimize content with Yoast SEO guidelines <b>P2.</b> Resolve warning issues
<b>CU 9.</b> Optimize header and footer	<b>You must be able to:</b> <b>P1.</b> Create primary menu in header <b>P2.</b> Create at least one page in for each menu section

	<b>P3.</b> Add resourceful links in footer <b>P4.</b> Add widgets in footer <b>P5.</b> Add social icons in footer <b>P6.</b> Add business description in footer
<b>CU 10.</b> Optimize page speed	<b>You must be able to:</b> <b>P1.</b> Check website speed with Google page speed insights <b>P2.</b> Check image rendering issues <b>P3.</b> Check server response time <b>P4.</b> Minify code and mark-up files using various tools <b>P5.</b> Resolve the issues guidelines by Google page speed insights
<b>CU 11.</b> Develop URL Redirection	<b>You must be able to:</b> <b>P1.</b> Search 301 redirections in plugins section <b>P2.</b> Install and activate the plugin <b>P3.</b> Create redirect links for updated page links
<b>CU 12.</b> Select Hosting	<b>You must be able to:</b> <b>P1.</b> Check server downtime <b>P2.</b> Check hosting backup <b>P3.</b> Check https hosting <b>P4.</b> Check real time support <b>P5.</b> Compare pricing between other hosting services <b>P6.</b> Check server location
<b>CU 13.</b> Create sitemaps	<b>You must be able to:</b> <b>P1.</b> Create and submit robots.txt files <b>P2.</b> Generate sitemap
<b>CU 14.</b> Develop anchor text and internal links	<b>You must be able to:</b> <b>P1.</b> Develop anchor text and internal links <b>P2.</b> Choose anchor text for hyperlink <b>P3.</b> Paste link on the keyword <b>P4.</b> Add relevant internal links
<b>CU 15.</b> Create Schema	<b>You must be able to:</b> <b>P1.</b> Install and configure Schema plug-in <b>P2.</b> Inspect schema of a given URL using Google Structured Data Testing Tool

## Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain on-page SEO main aspects
- Understanding about keyword proximity and prominence
- Gather information about keyword density and keyword placement
- Explain AMP and G Site Kit main functions
- Understanding of Yoast SEO plugin and its primary key focus areas
- The ability to choose suitable hosting and domain
- Explain Robots Tags and Robots.txt files
- Understanding about anchor text and internal link strategy

- Explain canonical tags
- Explain how sitemap works

### **Critical Evidence(s) Required**

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Show skills about how to use Yoast SEO.
- Verify that sitemap is generated.
- Show that how robots tags and robots.txt files differ
- Understanding of factor involving how to choose hosting and domain
- Understanding of Google AMP
- Define the main functions of G Site Kit plugin

### **Tools and Equipment**

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Yoast SEO (WordPress Plugin)
3.	Internet Connection
4.	Google Keyword Planner
5.	G Site Kit (WordPress Plugin)

## 061DM03- 6 : Perform Off-Page Search Engine Optimization (SEO)

**Overview:** This competency standard covers the skills and knowledge required to perform off-page SEO. The trainee will be expected to perform off-page SEO via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Manage backlinks	<p><b>You must be able to:</b></p> <p><b>P1.</b> Check backlink of other websites using any available backlink checker tool</p> <p><b>P2.</b> Create link building process</p> <p><b>P3.</b> Add relevant outbound links</p> <p><b>P4.</b> Seek permission to relevant blogs on other websites</p>
<b>CU 2.</b> Submit website for backlink generation	<p><b>You must be able to:</b></p> <p><b>P1.</b> Create web profile</p> <p><b>P2.</b> Validate confirmation</p> <p><b>P3.</b> Reply on relevant blogs</p> <p><b>P4.</b> Add relevant discussion topics on forums</p> <p><b>P5.</b> Insert website URL</p>
<b>CU 3.</b> Conduct social bookmarking and create articles as guest post	<p><b>You must be able to:</b></p> <p><b>P1.</b> Add relevant topics or website pages' links on social media platforms</p> <p><b>P2.</b> Insert relevant website links to other social media posts in comments</p> <p><b>P3.</b> Create blog profile on blogger</p> <p><b>P4.</b> Write a blog article</p> <p><b>P5.</b> Share it with others and on social media platforms</p>

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain backlinks and link building strategy
- The ability to create backlinks
- The ability to submit website profiles on search engines, directories, forums, blogs, and Q&As platforms.
- Explain how to implement social bookmarking.
- Understanding to create profile on blogger

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Show skills about gathering information about backlinks sources
- Present how to submit a website profile on different search engines and platforms
- Show that how blogger works

- Present how to create backlinks

### Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Internet Connection
3.	UberSuggest
4.	Google Keyword Planner
5.	Keywords Everywhere (Chrome Extension)
6.	Microsoft Excel

## 061DM03- 7 : Establish Social Media Platform Profiles

**Overview:** This competency standard covers the skills and knowledge required to establish or create social media platform profiles for digital marketing. The trainee will be expected to establish or create social media platform profiles for digital marketing via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1. Create Facebook and account</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Open Facebook signup page <b>P2.</b> Fill up the signup form and submit <b>P3.</b> Configure the account setting
<b>CU 2. Create Instagram account</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Open Instagram signup page <b>P2.</b> Fill up the signup form and submit <b>P3.</b> Configure the account setting
<b>CU 3. Create twitter account</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Open twitter signup page <b>P2.</b> Fill up the signup form and submit <b>P3.</b> Configure the account setting
<b>CU 4. Create YouTube account</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Open YouTube signup page <b>P2.</b> Fill up the signup form and submit <b>P3.</b> Configure the account setting
<b>CU 5. Create LinkedIn account</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Open LinkedIn signup page <b>P2.</b> Fill up the signup form and submit <b>P3.</b> Configure the account setting

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain the social media platforms
- Explain the steps to create or signup social media platform account from respective URLs and Mobile apps
- Explain the brief introduction of the social media platforms
- Explain the difference of Facebook personal account, page and group
- Explain the standard word count / text length for the Facebook page description
- Explain the recommended image dimensions Facebook page profile image and cover image
- Explain the desktop and mobile interfaces of the social media platforms

### Critical Evidence(s) Required



The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Demonstrate about social media platform URLs and Mobile App
- Demonstrate about the social media platform brief overview
- Demonstrate about steps involved in creating the social media accounts from respective URLs or mobile apps
- Demonstrate about difference between Facebook Business Account/page or personal account
- Demonstrate about difference between Facebook Page and Facebook Group
- Demonstrate about the recommended image dimensions for Facebook page profile and cover image
- Demonstrate about the recommended and ideal Facebook page description text length/word count

### **Tools and Equipment**

The tools and equipment required for this competency standard are given below:

<b>S. No.</b>	<b>Items</b>
<b>1.</b>	Desktop Computer/Laptop/Smart Phone
<b>2.</b>	Internet Connection
<b>3.</b>	Valid Mobile Number and Gmail ID
<b>4.</b>	Social Media Platforms URLs or Mobile App
<b>5.</b>	Microsoft Word, Notepad, Microsoft Excel

## 061DM03- 8 : Manage Facebook Page Basic Configuration

**Overview:** This competency standard covers the skills and knowledge required to manage the basic posting for Facebook page. The trainee will be expected to manage the basic posting for Facebook page via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Create Facebook Page with Basics	<b><i>You must be able to:</i></b> <b>P1.</b> Create page using prescribed process <b>P2.</b> Select Page Category <b>P3.</b> Write Page Name, and description <b>P4.</b> Upload profile image, cover image and submit profile
<b>CU 2.</b> Create Facebook Group with Basics	<b><i>You must be able to:</i></b> <b>P1.</b> Create Facebook Group <b>P2.</b> Type Group Name, Add group members (from friend's list) <b>P3.</b> Select privacy setting and submit profile
<b>CU 3.</b> Enter Page Products/ Services with basic details	<b><i>You must be able to:</i></b> <b>P1.</b> Write product and services details in the respective sections <b>P2.</b> Select most suitable price range of product or services
<b>CU 4.</b> Manage Facebook post	<b><i>You must be able to:</i></b> <b>P1.</b> Create & publish Facebook Page Post <b>P2.</b> Edit Facebook Page Post <b>P3.</b> Delete Facebook Page Post <b>P4.</b> Like, Post Comment & Share Facebook Page Post
<b>CU 5.</b> Manage Facebook page settings	<b><i>You must be able to:</i></b> <b>P1.</b> Set Facebook page visibility <b>P2.</b> Set Facebook page post and story sharing controls <b>P3.</b> Set Facebook page country and age restrictions

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain the basics of Facebook page posting with URL and mobile app
- Explain the basic types of Facebook posting
- Explain creating Facebook page simple post from the page wall
- Know editing and deleting the Facebook page post from the page wall
- Explain the basic Facebook page editing with profile image
- Explain the basic Facebook page editing with cover image / video
- Explain the basic Facebook page editing with page visibility
- Explain the basic Facebook page editing with visitors posting controls
- Explain the basic Facebook page editing with setting page post story sharing controls
- Explain the basic Facebook page editing with page country restriction
- Explain the basic Facebook page editing with page age restrictions

### **Critical Evidence(s) Required**

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Create basic Facebook page post with URL or mobile app
- Demonstrate about readily available types of Facebook page post at page wall
- Edit and delete Facebook page post
- Demonstrate the brief overview of creating post feature at Facebook page wall
- Show how to like, comment on, and share the Facebook page post

### **Tools and Equipment**

The tools and equipment required for this competency standard are given below:

<b>S. No.</b>	<b>Items</b>
<b>1.</b>	Desktop Computer/Laptop/Smart Phone
<b>2.</b>	Internet Connection
<b>3.</b>	Valid Mobile Number and Gmail ID
<b>4.</b>	Social Media Platforms URLs or Mobile App
<b>5.</b>	Microsoft Word, Notepad, Microsoft Excel

## 061DM03- 9 : Manage Instagram Account Basic Configuration

**Overview:** This competency standard covers the skills and knowledge required to manage the basic posting for Instagram account. The trainee will be expected to manage the basic posting for Instagram account via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Manage Instagram Basic setting	<p><b>You must be able to:</b></p> <p><b>P1.</b> Select account category  <b>P2.</b> Write page name, and description  <b>P3.</b> Upload profile image and submit</p>
<b>CU 2.</b> Manage Instagram Post	<p><b>You must be able to:</b></p> <p><b>P1.</b> Publish post  <b>P2.</b> Edit Instagram post  <b>P3.</b> Delete Instagram Post  <b>P4.</b> Like, share and comment the Instagram post</p>

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Describe the basics of Instagram page posting from URL and mobile app
- Elaborate the basic types of Instagram posting
- Explain creating the Instagram post
- Explain editing and deleting the Instagram post
- Explain the basics of Instagram basic settings
- Explain the Privacy and advance settings

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Demonstrate basic posting standards of Instagram post from URL and mobile app
- Create single image and multiple image Instagram post
- Compose description on the Instagram post
- Edit and delete the Instagram post
- Demonstrate to like, comment on, and share the Instagram post

### Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel

## 061DM03- 10: Manage Twitter Tweets

**Overview:** This competency standard covers the skills and knowledge required to manage the basic tweeting of twitter account. The trainee will be expected to manage the basic tweeting of twitter account via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1. Manage Tweets</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Write tweet as per procedures <b>P2.</b> Publish tweet <b>P3.</b> Edit tweet <b>P4.</b> Delete the undesired tweet <b>P5.</b> Like, share and comment tweet <b>P6.</b> Send direct messages to followers
<b>CU 2. Retweet / Retweet with comments</b>	<b><i>You must be able to:</i></b> <b>P1.</b> Click on tweet profile icon <b>P2.</b> Select required tweet content & Retweet as per procedure <b>P3.</b> Pin required tweet

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain the basics of tweeting (post) with URL and mobile app
- Describe the basic types tweet (text, image, links)
- Explain deleting the tweet
- Explain Retweet and Retweet with comment
- Define Pin to Profile the tweet

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Post a tweet from URL and mobile app
- Delete the tweet
- Pin tweet to Profile
- Retweet and Retweet with comment

### Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel

## 061DM03- 11 : Manage YouTube Basic Video Posting

**Overview:** This competency standard covers the skills and knowledge required to manage the basic YouTube video posting. The trainee will be expected to manage the basic YouTube video posting via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Create & Publish YouTube Basic Video Post	<b>You must be able to:</b> <b>P1.</b> Create video <b>P2.</b> Write title and description <b>P3.</b> Publish video
<b>CU 2.</b> Manage YouTube Post	<b>You must be able to:</b> <b>P1.</b> Edit Video Post <b>P2.</b> Delete Video Post <b>P3.</b> Like, share and comment YouTube video post

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Describe the basics of YouTube posting with YouTube URL and mobile app
- Explain the basic types YouTube video post
- Elaborate editing and deleting the published YouTube post

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Upload basic video from YouTube URL and mobile.
- Demonstrate fields to be filled while posting YouTube video post.
- Edit and delete the published YouTube video.
- Show how to like, comment on, and share the YouTube video.

### Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel



## 061DM03- 12 : Manage LinkedIn Page

**Overview:** This competency standard covers the skills and knowledge required to manage the basic LinkedIn page account posting. The trainee will be expected to manage the basic LinkedIn page account posting via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
<b>CU 1.</b> Create LinkedIn Company Page with basics	<b>You must be able to:</b> <b>P1.</b> Create page. <b>P2.</b> Select company size <b>P3.</b> Type page identity <b>P4.</b> Select company details <b>P5.</b> Upload profile image and tagline
<b>CU 2.</b> Create & publish LinkedIn Basic Post	<b>You must be able to:</b> <b>P1.</b> Write content of LinkedIn post <b>P2.</b> Select a file from library or create a new photo or video <b>P3.</b> Write hashtag <b>P4.</b> Publish post
<b>CU 3.</b> Manage LinkedIn Post	<b>You must be able to:</b> <b>P1.</b> Select the post <b>P2.</b> Edit the text of post <b>P3.</b> Delete the post <b>P4.</b> Like, share and comment LinkedIn post

### Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Describe the basics of LinkedIn posting from URL and mobile app
- Explain the basic types LinkedIn post
- Explain editing and deleting the published linked post
- Explain like, comment on, and share the LinkedIn post / article

### Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Post text, image, video or with document content on LinkedIn page with URL and mobile app
- Edit and delete the published post
- Like, comment on, and share the LinkedIn post

### Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Desktop Computer/Laptop/Smart Phone
2.	Internet Connection
3.	Valid Mobile Number and Gmail ID
4.	Social Media Platforms URLs or Mobile App
5.	Microsoft Word, Notepad, Microsoft Excel

## 001100852-13: Communicate at Workplace

**Overview:** This unit describes the performance outcomes, skills and knowledge required to develop communication skills in the workplace. It covers gathering, conveying and receiving information, along with completing assigned written information under direct supervision.

Competency Units	Performance Criteria
<b>CU1.</b> Communicate within the organization	<p><b>You must be able to:</b></p> <p><b>P1.</b> Communicate within a department  <b>P2.</b> Communicate with other departments.  <b>P3.</b> Use various media to communicate effectively  <b>P4.</b> Communicate orally and written</p>
<b>CU2.</b> Communicate outside the organization	<p><b>You must be able to:</b></p> <p><b>P1.</b> Deal with vendors  <b>P2.</b> Deal with clients/customers  <b>P3.</b> Interact with other organisations  <b>P4.</b> Use various media to communicate effectively  <b>P5.</b> Work with people of different cultures / backgrounds</p>
<b>CU3.</b> Communicate effectively in work group	<p><b>You must be able to:</b></p> <p><b>P1.</b> Assess the issues to provide relevant suggestion to group members  <b>P2.</b> Resolve the issues/ problems /conflicts within the group  <b>P3.</b> Arrange group working sessions to increase the level of participation in the group processes  <b>P4.</b> Communicate messages to group members clearly to ensure interpretation is valid  <b>P5.</b> Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices  <b>P6.</b> Act upon constructive feedback</p>
<b>CU4.</b> Communicate in writing	<p><b>You must be able to:</b></p> <p><b>P1.</b> Identify relevant procedures for written information  <b>P2.</b> Use strategies to ensure correct communication in writing.i.e.  <ul style="list-style-type: none"> <li>• correct composition</li> <li>• clarity</li> <li>• comprehensiveness</li> <li>• accuracy</li> <li>• appropriateness</li> </ul> <b>P3.</b> Draft assigned written information for approval, ensuring it is written within designated timeframes  <b>P4.</b> Ensure written information meets required standards of style, format and detail  <b>P5.</b> Seek assistance / feedback to aid communication skills development</p>

## **Knowledge & Understanding**

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- Importance of intra and inter organizational communication
- Basics of business communication
- Defining Modes of communication
- Effective communication in work group
- Communicating through writing
- The importance of teamwork

## **Critical Evidence(s) Required**

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- In your current position, what types of written communication do you use most often? (List them all).