Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Manage Mobile Marketing
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Manage Mobile Marketing	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to install different mobile marketing platforms & tools and Configure google play console as per given instructions: **Assessment Task 2:** Candidate is required to configure app store optimization as per instruction. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Identify mobile marketing platforms Performance criteria 2: Configure messaging mobile marketing app according to requirement Performance criteria 3: Perform local SMS marketing using different channels Performance criteria 4: Create google play console profile Performance criteria 5: Configure setting for app publishing on google play console Performance criteria 6: Troubleshoot errors and warnings during app installation and configuration **Assessment Task 2** Performance criteria 1: Configure App Store (Google, Apple etc.) Performance criteria 2: Execute ASO Strategy Performance criteria 3: Monitor ASO
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code:................................ Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to install different mobile marketing platforms & tools and Configure google play console as per given instructions.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Identify mobile marketing platforms			
2	Configure messaging mobile marketing app according to requirement			
3	Perform local SMS marketing using different channels			
4	Create google play console profile			
5	Configure setting for app publishing on google play console			
6	Troubleshoot errors and warnings during app installation and configuration			
Competent ☐	Not Yet Competent ☐			

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to configure app store optimization as per instruction.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Configure App Store (Google, Apple etc.)			
2	Execute ASO Strategy			
3	Monitor ASO			
Competent ☐	Not Yet Competent ☐			

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)	CS Code:	Level: 4	Version: 01
Competency Standard Title: Manage Mobile Marketing	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Enlist any two Mobile marketing Platform ?	
2. What are the three types of mobile marketing?	
3. Any four benefits of mobile marketing?	
4. What is SMS in marketing?	
5. Explore any two mobile marketing strategy	

ANSWER KEY

Sr.	Answers
1.	Swerve is a powerful mobile marketing automation platform that provides a 360-degree view of the customer experience.

	.Braze is a close alternative to Swrve in terms of marketing functionality, with email messaging support an additional plus point.
2.	• Mobile Apps. • Mobile Push Notifications. • Mobile Games.
3.	1. Mobile Marketing Reaches a Broader Market. 2. Instant Results 3. Convenient to Use 4. Tracking User Response
4.	SMS marketing is a strategy that allows businesses to send messages to customers via text.
5.	Hyperlocal targeting Augmented reality Vertical video and animations Target Bing and Yahoo users Voice search optimization User-generated content campaigns

Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Configure Blog
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)	CS Code:	Level: 4	Version: 01
Competency Standard Title: Configure Blog	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** 3. **Assessment Task 1:** Candidate is required to perform following tasks as per given instructions: o Create and configure menu, posts, pages, content and links o Apply and customize different themes o Install and configure necessary plug-in/tools o Configure security and privacy setting **And complete:** 4. **Knowledge assessment test (Written or Oral)** 5. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 4: Configure menus Performance criteria 5: Develop Pages Performance criteria 6: Create posts Performance criteria 7: Manage Media Performance criteria 8: Generate Links, permalinks Performance criteria 9: Configure Comments and trackbacks Performance criteria 10: Customize Themes and Appearance Performance criteria 11: Configure Plugins Performance criteria 12: Configure Tools Performance criteria 13: Configure security and privacy settings **Portfolios required at the time of assessment (if any) for**

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:...................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				

Assessment Task 1	**Description of assessment task 1**
	
	Candidate is required to perform following tasks as per given instructions:
	
	  o Create and configure menu, posts, pages, content and links
	  o Apply and customize different themes
	  o Install and configure necessary plug-in/tools
	  o Configure security and privacy setting			

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Configure menus			
2	Develop Pages			
3	Create posts			
4	Manage Media			
5	Generate Links, permalinks			
6	Configure Comments and trackbacks			
7	Customize Themes and Appearance			
8	Configure Plugins			
9	Configure Tools			
10	Configure security and privacy settings			
Competent ☐		Not Yet Competent ☐		

Knowledge Assessment

Title of Qualification:		CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)				
Competency Standard Title: Configure Blog		**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:..................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:... ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. how do you setup site navigation and menu	
2. How to create a post in wordpress	
3. How to add new plugin	
4. How to respond a comments on a blog	
5. How to set "post name" permalink	

ANSWER KEY

Sr.	Answers
1.	By configuring menu from theme settings
2.	login to your admin panel and click add new post from left column

3.	login to your admin panel and click plugin and then click on add new plugin
4.	login to your admin panel and click comments from the left column
5.	login to your admin panel and click settings and then click permalink and from there select post name.

Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Integrate Google Analytics Profile/Account
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical Training Commission

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)	CS Code:	Level: 4	Version: 01
Competency Standard Title: Integrate Google Analytics Profile/Account	Assessment Date (DD/MM/YY): Assessment Time:		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to create a Google Analytics Profile, create a new Property (Website) and integrate Tracking Code into Website / Blog as per given instructions. **Assessment Task 2:** Candidate is required to Manage Views and filtered views in Google Analytics Dashboard as per given instructions including: o Create and modify Views o Create and modify Filtered Views **Assessment Task 3:** Candidate is required to Manage Goals and segments in Google Analytics Dashboard as per given instructions including: o Create a New Goal o Modify the details of an existing Goal o Create a New Segments o Modify the details of an existing Segments **Assessment Task 4:** Candidate is required to generate and export Audience Reports on Google Analytics Dashboard as per given instructions including: o Generate and export Real Time and Overall Audience Reports **Assessment Task 5:** Candidate is required to Manage Google Analytics Account Users' and Property Users' Permissions Dashboard as per given instructions including: o Add New Users' in Google Analytics o Modify Existing Users in Google Analytics o Assign permissions to users in Google Analytics o Add / Assign New User to a Property o Modify the permissions of an existing user in a property **Assessment Task 6:** Candidate is required to Integrate Google Ads account and Google Adsense with Analytics as per given instructions. **Assessment Task 7:** Candidate is required to Automate Sharing of Data Analytics Reports via Email in Google Analytics as per given instructions. **And complete:**

	6. **Knowledge assessment test (Written or Oral)** 7. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Create Google Analytics Profile Create and manage properties in google analytics Configure properties in google analytics Generate tracking code with given parameters Integrate generated code into website or blog Verify tracking code performance **Assessment Task 2** Create views in google analytics profile Create filtered views in google analytics profile Edit and delete existing views **Assessment Task 3** Create goals in google analytics profile Create segments in google analytics profile Edit and delete existing goals Edit and delete existing segments **Assessment Task 4** Generate real-time audience report with different parameters (demographic and tech) Generate overall audience report with different parameters (demographic and tech) using google analytics Analyse real-time and overall audience traffic reports **Assessment Task 5** Create and manage account permissions Create and manage property permissions **Assessment Task 6** Integrate google ads account Integrate google AdSense account **Assessment Task 7** Create data analytics report by applying different filters Export data analytics report in different formats (PDF, Excel, CSV etc.) Share google analytics data
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to create a Google Analytics Profile, create a new Property (Website) and integrate Tracking Code into Website / Blog as per given instructions.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create Google Analytics Profile			
2	Create and manage properties in google analytics			
3	Configure properties in google analytics			
	Generate tracking code with given parameters			
	Integrate generated code into website or blog			
	Verify tracking code performance			
Competent ☐	Not Yet Competent ☐			

Assessment Task 2	Description of assessment task 2

	Candidate is required to Manage Views and filtered views in Google Analytics Dashboard as per given instructions including:
	
	    o Create and modify Views
	    o Create and modify Filtered Views

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create views in google analytics profile			
2	Create filtered views in google analytics profile			
3	Edit and delete existing views			
Competent ☐		Not Yet Competent ☐		

Assessment Task 3	Description of assessment task 3

	Candidate is required to Manage Goals and segments in Google Analytics Dashboard as per given instructions including:
	
	    o Create a New Goal
	    o Modify the details of an existing Goal
	    o Create a New Segments
	    o Modify the details of an existing Segments

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create goals in google analytics profile			
2	Create segments in google analytics profile			
3	Edit and delete existing goals			
4	Edit and delete existing segments			
Competent ☐		Not Yet Competent ☐		

Assessment Task 4		Description of assessment task 4		
		Candidate is required to generate and export Audience Reports on Google Analytics Dashboard as per given instructions including:		
		○ Generate and export Real Time and Overall Audience Reports		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Generate real-time audience report with different parameters (demographic and tech)			
2	Generate overall audience report with different parameters (demographic and tech) using google analytics			
3	Analyse real-time and overall audience traffic reports			
Competent ☐		Not Yet Competent ☐		

Assessment Task 5		Description of assessment task 5		
		Candidate is required to Manage Google Analytics Account Users' and Property Users' Permissions Dashboard as per given instructions including:		
		○ Add New Users' in Google Analytics ○ Modify Existing Users in Google Analytics ○ Assign permissions to users in Google Analytics ○ Add / Assign New User to a Property ○ Modify the permissions of an existing user in a property		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create and manage account permissions			
2	Create and manage property permissions			
Competent ☐		Not Yet Competent ☐		

Assessment Task 6	Description of assessment task 6			
	Candidate is required to Integrate Google Ads account and Google Adsense with Analytics as per given instructions.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1 Integrate google ads account				
2 Integrate google AdSense account				
Competent ☐	Not Yet Competent ☐			

Assessment Task 7	Description of assessment task 7			
	Candidate is required to Automate Sharing of Data Analytics Reports via Email in Google Analytics as per given instructions.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1 Create data analytics report by applying different filters				
2 Export data analytics report in different formats (PDF, Excel, CSV etc.)				
3 Share google analytics data				
Competent ☐	Not Yet Competent ☐			

Knowledge Assessment

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)		4	01

Competency Standard Title:	Assessment Date (DD/MM/YY):
Integrate Google Analytics Profile / Account	**Assessment Time:**30 min

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.. ....

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)	CS Code:	Level: 4	Version:01
Competency Standard Title: Integrate Google Analytics Profile / Account	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Why do we use google analytics	
2. Where do we place the google analytics tracking cod	
3. What are goals in google analytics	
4. How do we see reports in google analytics base on age, gender and location	
5. How to see realtime user activity on our website	
6. How to add new user in google analytics	

ANSWER KEY

Sr.	Answers
1.	For tracking user activity on our website
2.	Copy and Paste it immediately after the <head> tag on each page of site.
3.	A goal represents a completed activity, called conversion
4.	By creating segments
5.	Using google analytics
6.	Sign in to google analytics, click admin then click account user management from account column and click add new user.

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Name any two content marketing platforms.	
2. What is customer avatar?	
3. What is Canva?	
4. What is video scribe?	
5. What are infographics?	

ANSWER KEY

Sr.	Answers
1.	WordPress, wix
2.	Customer avatar Is a representation of your ideal customer, their likes and dislikes, age group, gender etc
3.	A web base application used to design logos and ad creatives etc
4.	Video editing software
5.	Graphics visual representations of information

Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Perform Digital Media Promotional Strategies
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical Training Commission

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Perform Digital Media Promotional Strategies	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to create and promote post on a social media platform assigned by assessor. **Assessment Task 2:** Candidate is required to create and promote content through e-mail and SMS marketing assigned by assessor. **And complete:** 8. **Knowledge assessment test (Written or Oral)** 9. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Design the content for the post Performance criteria 2: Select potential social media platforms Performance criteria 3: Publish post on social media platforms Performance criteria 4: Boost the post **Assessment Task 2** Performance criteria 1: Design the content/newsletter for email as per the standards Performance criteria 2: Generate list of potential recipients from different sources Performance criteria 3: Send email / SMS
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:................................... ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to create and promote post on a social media platform assigned by assessor. Candidate is required to create and promote content through e-mail and SMS marketing assigned by assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Design the content for the post			
2	Select potential social media platforms			
3	Publish post on social media platforms			
4	Boost the post			
Competent ☐		Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to create and promote content through e-mail and SMS marketing assigned by assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Design the content/newsletter for email as per the standards			
2	Generate list of potential recipients from different sources			
3	Send email / SMS			
Competent ☐		Not Yet Competent ☐		

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			
Competency Standard Title:	Assessment Date (DD/MM/YY):		
Perform Digital Media Promotional Strategies	Assessment Time:30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:.................................. ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.................................. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Name any three digital methods of driving traffic.	
2. Name three famous search engines.	
3. Does page loading speed matters when it comes to seo.	
4. How to find related keywords for posting.	
5. What are methods to retain existing markets?	
6. What are the methods to attract new markets?	

ANSWER KEY

Sr.	Answers
1.	Social media, seo, email marketing
2.	Google, yahoo, bing

3.	Yes, high loading speed can destroy your seo efforts
4.	Using google keyword planner
5.	Follow-ups Reward point system Referrals
6.	Broadcasting Advertisement

Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Develop Google Ads Campaigns
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Develop Google Ads Campaigns	
	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to set up a search and smart ads campaign as per instructions. **Assessment Task 2:** Candidate is required to set up a leads ads and website traffic campaign as per instructions. **Assessment Task 3:** Candidate is required to set up product and brand consideration campaign as per instructions. **Assessment Task 4:** Candidate is required to set up a app promotion campaign as per instruction **Assessment Task 5:** Candidate is required to optimize ads based on google ads dashboard KPIs using different analytical approaches according to the instructions given by assessor **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Signup for google ads account Performance criteria 2: Add payment methods Performance criteria 3: Manage funds in account Performance criteria 4: Choose ad campaign goal as per the given type (search and smart) Performance criteria 5: Add ad title with ad sets Performance criteria 6: Write ad and ad sets description Performance criteria 7: Add ad and ad sets link Performance criteria 8: Write ad and ad sets destination link Performance criteria 9: Select basic ad parameters (schedule, language, demographics, audience, location) Performance criteria 10: Select ad budget Performance criteria 11: Run the ad

Assessment Task 2

Performance criteria 12: Select ad campaign type (website and leads)

Performance criteria 13: Design lead form or ad website landing page parameters as per the selected ad type

Performance criteria 14: Add headline and description

Performance criteria 15: Select basic ad parameters (schedule, language, demographics, audience, location)

Performance criteria 16: Select ad network

Performance criteria 17: Choose ad budget

Performance criteria 18: Select Bidding Strategy

Performance criteria 19: Write ad destination link

Performance criteria 20: Upload ad media

Performance criteria 21: Run ad

Assessment Task 3

Performance criteria 22: Choose campaign type (Display, and Video)

Performance criteria 23: Add website address for Display Campaign

Performance criteria 24: Select Video Campaign subtype (Influence consideration, Ad sequence, Shopping)

Performance criteria 25: Select basic ad parameters (schedule, language, demographics, audience, location)

Performance criteria 26: Add Budget and dates

Performance criteria 27: Select Bidding Strategy

Performance criteria 28: Develop ad content

Performance criteria 29: Add Content Exclusions

Performance criteria 30: Select Devices

Performance criteria 31: Add Keywords

Performance criteria 32: Add video or paste it URL Add Description

Performance criteria 33: Save and Run the Campaign

Assessment Task 4

Performance criteria 34: Select App platforms (iOS, Android)

Performance criteria 35: Select App

Performance criteria 36: Select app promotion ad parameters (scheduling, language, demographics, audience, location)

Performance criteria 37: Select Budget

Performance criteria 38: Select Bidding (install volume, cost per install)

Performance criteria 39: Develop ad content

Performance criteria 40: Save and Create the campaign

Assessment Task 5

Performance criteria 1: Configure and optimize all campaigns performances

Performance criteria 2: Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements

Performance criteria 3: Generate relevant keywords from keyword planner

Performance criteria 4: Generate Reports on the Dashboard (reach, impressions, CPC, etc.)

Performance criteria 5: Configure Planning & billing

Performance criteria 6: Configure Shared Library tools

Performance criteria 7: Configure Measurement tools (conversions and google analytics etc.)

	Performance criteria 8: Configure Bulk Actions tools Performance criteria 9: Configure Setup tools
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:... ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to set up a search and smart ads campaign as per instructions.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Signup for google ads account			
2.	Add payment methods			
3.	Manage funds in account			
4.	Choose ad campaign goal as per the given type (search and smart)			
5.	Add ad title with ad sets			
6.	Write ad and ad sets description			
7.	Add ad and ad sets link			
8.	Write ad and ad sets destination link			
9.	Select basic ad parameters (schedule, language, demographics, audience, location)			
10.	Select ad budget			
11.	Run the ad			
Competent ☐	Not Yet Competent ☐			

Each Assessment Task (with performance criteria)				
Assessment Task 2		**Description of assessment task 2** Candidate is required to set up a leads ads and website traffic campaign as per instructions.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Select ad campaign type (website and leads)			
2.	Design lead form or ad website landing page parameters as per the selected ad type			
3.	Add headline and description			
4.	Select basic ad parameters (schedule, language, demographics, audience, location)			
5.	Select ad network			
6.	Choose ad budget			
7.	Select Bidding Strategy			
8.	Write ad destination link			
9.	Upload ad media			
10.	Run ad			
Competent ☐		Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 3	**Description of assessment task 3** Candidate is required to set up product and brand consideration campaign as per instructions.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Choose campaign type (Display, and Video)			
2.	Add website address for Display Campaign			
3.	Select Video Campaign subtype (Influence consideration, Ad sequence, Shopping)			
4.	Select basic ad parameters (schedule, language, demographics, audience, location)			
5.	Add Budget and dates			
6.	Select Bidding Strategy			
7.	Develop ad content			
8.	Add Content Exclusions			
9.	Select Devices			
10.	Add Keywords			
11.	Add video or paste it URL Add Description			
12.	Save and Run the Campaign			
Competent ☐		Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 4	**Description of assessment task 4** Candidate is required to set up a app promotion campaign as per instruction			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Select App platforms (iOS, Android)			
2.	Select App			
3.	Select app promotion ad parameters (scheduling, language, demographics, audience, location)			
4.	Select Budget			
5.	Select Bidding (install volume, cost per install)			
6.	Develop ad content			
7.	Save and Create the campaign			
Competent ☐		Not Yet Competent ☐		

Assessment Task 5	Description of assessment task 5
	Candidate is required to optimize ads based on Dashboard KPIs using different analytical approaches according to the instructions given by assessor

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Configure and optimize all campaigns performances			
2.	Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements			
3.	Generate relevant keywords from keyword planner			
4.	Generate Reports on the Dashboard (reach, impressions, CPC, etc.)			
5.	Configure Planning & billing			
6.	Configure Shared Library tools			
7.	Configure Measurement tools (conversions and google analytics etc.)			
8.	Configure Bulk Actions tools			
9.	Configure Setup tools			
Competent ☐		Not Yet Competent ☐		

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)		4	01
Competency Standard Title: Develop Google Ads Campaigns	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What is CPC?	
2. What is ad destination link	
3. What is CPM?	
4. What is ad placement	
5. Why do we use lead ads	
6. When do we get charge by google ads	
7. What is daily ad budget	
8. What is a KPI?	
9. What is CPA?	
10. What is target CPA bidding	

ANSWER KEY

Sr.	Answers
1.	Cost per click
2.	Where we want to land the user after they click on the ad
3.	Cost per thousand impressions
4.	It refers to the location a display ad will be shown
5.	Lead ads are used to collect customer information like name, email and phone number etc
6.	When someone click on our ad from the search engine
7.	The budget we select to spend per day
8.	Key performing indicator
9.	Cost per acquisition
10.	In this google will focus on trying to convert user at a specific acquisition cost

Assessment Evidence Guide

For

"Digital Marketing"

Level-4
Manage Face book Page Advanced Posting
(Formative Assessment)

15-19 September 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			
Competency Standard Title:	**Assessment Date (DD/MM/YY):**		
Manage Facebook Page Advanced Posting			
	Assessment Time:		

Candidate Details	Name: ....
	Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to manage Facebook page advanced posting using options like tagging, scheduling, offers and CTA buttons, assigned by the assessor. **And complete:** 3. **Knowledge assessment test (Written or Oral)** 4. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Create post with following options ➢ designing ➢ tagging ➢ scheduling Performance criteria 2: Publish the post Performance criteria 3: Configure post with following button options ➢ WhatsApp ➢ Facebook messages ➢ call Performance criteria 4: Create check-in post Performance criteria 5: Create live video streaming post Performance criteria 6: Create post with Feeling/ Activity options Performance criteria 7: Create post of playing game with friends Performance criteria 8: Design post with product offer price (flat discount and percentage discount etc.) Performance criteria 9: Create post with Job Announcement
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:..................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: .... Signature of the Assessor:... ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to demonstrate, how to manage Face book page advanced posting via main wall, assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create post with following options ➢ designing ➢ tagging ➢ scheduling			
2	Publish the post			
3	Configure post with following button options ➢ WhatsApp ➢ Facebook messages ➢ call			
4	Create check-in post			
5	Create live video streaming post			
6	Create post with Feeling/ Activity options			
7	Create post of playing game with friends			
8	Design post with product offer price (flat discount and percentage discount etc.)			
9	Create post with Job Announcement			
Competent ☐		Not Yet Competent ☐		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)	CS Code:	Level: 4	Version: 01
Competency Standard Title: Manage Facebook Page Advanced Posting	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Can we schedule posts on Facebook	
2. Can we send the post view Messages to the Facebook users?	
3. Name any one type of Facebook post which is related to some business?	
4. Name different types of Posts we can make in Facebook?	
5. How can we make Facebook user send us messages directly from our post?	

ANSWER KEY

Sr.	Answers
1.	yes
2.	Yes
3.	Offers
4.	Regular Post Offer Job
5.	By adding the "Get Messages" option.

Written Assessment Guide

for

"Digital Marketing"

Level 4
Manage Facebook Group Settings

(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 4	Version: 01
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Manage Facebook Group Settings	
	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to setup and manage Facebook group basic settings, assigned by the assessor. **Assessment Task 2:** Candidate is required to setup and manage Facebook group advanced settings, assigned by the assessor. **And complete:** 10. Knowledge assessment test (Written or Oral) 11. Portfolios at the time of assessment (if any)
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Set cover and profile image Performance criteria 2: Add members Performance criteria 3: Manage Group type (General, Buy & Sell, Gaming, Social Learning, Work and Jobs) Performance criteria 4: Write group description Performance criteria 5: Select location Performance criteria 6: Enter Tags Performance criteria 7: Integrate social media profiles Performance criteria 8: Choose desired colour Performance criteria 9: Set web address/user name for the group **Assessment Task 2** Performance criteria 1: Set privacy of the group (private, public) Performance criteria 2: Set visibility of the group (hidden or visible) Performance criteria 3: Set Badges for the group members Performance criteria 4: Add Group Sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.) Performance criteria 5: Set membership approvals Performance criteria 6: Manage post approvals Performance criteria 7: Manage keywords alerts
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)			
Assessment Task 1	**Description of assessment task 1** Candidate is required to demonstrate, how to setup and manage Facebook group basic settings, assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1 Set cover and profile image			
2 Add members			
3 Manage Group type (General, Buy & Sell, Gaming, Social Learning, Work and Jobs)			
4 Write group description			
5 Select location			
6 Enter Tags			
7 Integrate social media profiles			
8 Choose desired colour			
9 Set web address/user name for the group			
Competent ☐	Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to demonstrate, how to setup and manage Facebook group advanced settings, assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Set privacy of the group (private, public)			
2	Set visibility of the group (hidden or visible)			
3	Set Badges for the group members			
4	Add Group Sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.)			
5	Set membership approvals			
6	Manage post approvals			
7	Manage keywords alerts			
Competent ☐	Not Yet Competent ☐			

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer)		4	01
Competency Standard Title: Manage Facebook Group Settings	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:... ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How do we add new members in a Facebook group	
2. Can we access a private group	
3. Can we see posts in a private group	
4. What are the types of Groups based on permissions	
5. What is special about the groups set as "Secret".	

ANSWER KEY

Sr.	Answers
1.	Signin to your Facebook account, click groups from the left column and then click add member
2.	Not until group admin accept us

3.	No
4.	Public Closed Secret
5.	Secret groups cannot be searched on Facebook and are invisible to other Facebook users.