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| **Qualification:** | **Digital Marketing (Social Media Marketing) – Level 5** |
| **Units of competency:**  | **Generic units:**Demonstrate Work Values Lead a Small Team **Sector-specific units:****Occupation-specific units:**Practice Technical SEOManage and Analyze Email Marketing Identify and Apply Lead GenerationIdentify and Apply E-commerce MarketingInterpret Affiliate Marketing |
| **Instructions**:* + Read each of the questions in the left-hand column of the chart
	+ Place a tick ($√$) in the appropriate box opposite each question to indicate your answer
 |
| **Can I ...** | **YES** | **NO** |
| **GU010L3V1: DEMONSTRATE WORK VALUES** |  |  |
| * 1. identify, reflect on and clearly define one’s unique sense of purpose for working and the why’s of work for one’s development as a person and as a member of society?
 |  |  |
| * 1. define personal mission is in harmony with industry values?
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| * 1. classify and reaffirm work values / ethics / concepts in accordance with the transparent industry ethical standards, policies and guidelines?
 |  |  |
| * 1. undertake work practices in compliance with industry work ethical standards, industry policy and guidelines?
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| * 1. maintain personal behavior and relationships with co-workers as per standards, policy and guidelines?
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| * 1. use company resources in accordance with transparent company ethical standard, policies and guidelines?
 |  |  |
| * 1. access and apply industry ethical standard, organizational policy and guidelines on the prevention and reporting of unethical conduct in accordance with transparent company ethical standard, policies and guidelines?
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| * 1. report and/or resolve work incidents/situations in accordance with company protocol / guidelines?
 |  |  |
| * 1. use resolution and / or referral of ethical problems identified as learning opportunities?
 |  |  |
| * 1. demonstrate personal work practices and values consistently with acceptable ethical conduct and company’s core values?
 |  |  |
| * 1. provide instructions to co-workers based on ethical, lawful and reasonable directives?
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| * 1. share company values / practices with co-workers using appropriate behavior and language?
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| **GU011L4V1: LEAD A SMALL TEAM** |  |  |
| * 1. identify and presented Work requirements and presented to team members?
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| * 1. communicate reasons for instructions and requirements to team members?
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| * 1. recognize, discuss and deal with team members’ queries and concerns?
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| * 1. allocate duties, and responsibilities having regard to the skills, knowledge and attitudes required to properly undertake the assigned task?
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| * 1. allocate duties having regard to individual preference, domestic and personal considerations, whenever possible?
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| * 1. establish performance expectations based on client needs and according to assignment requirements?
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| * 1. ensure performance expectations based on individual team members’ duties and area of responsibility?
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| * 1. discuss performance expectations and direct to implement in the workplace?
 |  |  |
| * 1. take place monitoring of performance against defined performance criteria and / or assignment instructions and corrective action taken if required?
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| * 1. provide team members feedback, positive support and advice on strategies to overcome any deficiencies?
 |  |  |
| * 1. reference performance issues which cannot be rectified or addressed within the team to appropriate personnel?
 |  |  |
| * 1. keep team members informed of any changes in the priority allocated to assignments or tasks which might impact on clients’ / customers’ needs and satisfaction?
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| * 1. monitor team operations to ensure that employer / client needs and requirements are met?
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| * 1. provide follow-up communication on all issues affecting the team?
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| * 1. complete all relevant documentation?
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| **OUDM010L4V1: PRACTICE TECHNICAL SEO** |  |  |
| * 1. Googlebot (Google Crawler) is interpreted;
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| * 1. Google Algorithm is identified;
 |  |  |
| * 1. Web Ranking & Page Rank are interpreted;
 |  |  |
| * 1. Browsers & Addons, Plugins are interpreted;
 |  |  |
| * 1. Important SEO Tools are identified and defined;
 |  |  |
| * 1. Domain and Page Authority are interpreted;
 |  |  |
| * 1. White Hat and Black Hat SEO are interpreted;
 |  |  |
| * 1. Advanced Keywords Research & competitor Analysis are performed;
 |  |  |
| * 1. Page is Mapped;
 |  |  |
| * 1. Site Structure is Analyzed;
 |  |  |
| * 1. HTML Validation and Sitemap are applied and created;
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| * 1. 404 Error Removal &Redirects are fixed;
 |  |  |
| * 1. Alexa report is generated;
 |  |  |
| * 1. Website Speed is Optimized;
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| * 1. Advanced Site Analysis is performed;
 |  |  |
| * 1. Link structure optimization techniques are applied on WordPress site;
 |  |  |
| * 1. WordPress SEO Plugins are Introduced and Installed;
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| * 1. WordPress SEO Plugins are applied;
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| * 1. On-page optimization metrics in WordPress website are Implemented;
 |  |  |
| * 1. Sitemap in a WordPress delegated website is created;
 |  |  |
| * 1. Robot.txt is used;
 |  |  |
| * 1. Outreach is created;
 |  |  |
| * 1. Guest posting is created;
 |  |  |
| * 1. Article Submission is performed;
 |  |  |
| * 1. Video Submission is performed;
 |  |  |
| * 1. Google Map is created;
 |  |  |
| * 1. Quora and Yahoo- answer are performed;
 |  |  |
| * 1. “Backlink is dead” is interpreted;
 |  |  |
| * 1. Importance of Content Marketing is interpreted;
 |  |  |
| * 1. Content Marketing platforms Social media and web 2.0 are identified;
 |  |  |
| * 1. Content Marketing platforms Social media and web 2.0 are used;
 |  |  |
| * 1. Google Search Console is interpreted;
 |  |  |
| * 1. Google Analytics is interpreted;
 |  |  |
| * 1. Competitor’s content from blog and web is analyzed;
 |  |  |
| * 1. Article from other articles is rewritten;
 |  |  |
| * 1. Information from other articles is collected;
 |  |  |
| * 1. Article from image content, video content and Slide content is written;
 |  |  |
| * 1. Concept of pillar article is interpreted;
 |  |  |
| * 1. Conversion of engaging content and Valuable content is performed;
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| **OUDM011L5V1: MANAGE AND ANALYZE EMAIL MARKETING** |  |  |
| * 1. Duplicate mail is checked;
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| * 1. Duplicate mail is verified;
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| * 1. Retention and bounce mail are interpreted;
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| * 1. Spam and anti-spam filter are interpreted;
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| * 1. Email campaign terms are interpreted;
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| * 1. Attractive elements for quality email are interpreted;
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| * 1. Guidelines for effective email templates are interpreted;
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| * 1. Quality and effective design are created;
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| * 1. The Goal of the Message is identified;
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| * 1. Email Marketing Campaign is planned;
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| * 1. Email template is created;
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| * 1. Target people and subscribers are identified;
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| * 1. Frequency of sending email is stated;
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| * 1. Call to action and landing page are applied;
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| * 1. Mailchimp account is setup;
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| * 1. Mailchimp dashboard is interpreted;
 |  |  |
| * 1. Social media accounts are linked;
 |  |  |
| * 1. Mailing lists for Email Marketing campaigns are imported and sent;
 |  |  |
| * 1. Results are monitored;
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| **OUDM012L5V1: IDENTIFY AND APPLY LEAD GENERATION** |  |  |
| * 1. Lead and lead Generation are interpreted;
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| * 1. Effective lead generation campaigns are stated;
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| * 1. Lead Funnel is interpreted;
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| * 1. Lead Generation to Your Funnel is mapped;
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| * 1. Lead Generation to Your Funnel applied;
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| * 1. Display Ads is created;
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| * 1. Google Ads/ Pay Per Click (PPC) is created;
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| * 1. Content Syndication is applied;
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| * 1. Direct Mail Advertisement is interpreted;
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| * 1. Event Marketing is run;
 |  |  |
| * 1. Content Marketing is applied;
 |  |  |
| * 1. SEO is applied;
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| * 1. Website is Optimized;
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| * 1. Social Media Marketing are applied;
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| * 1. Lead Generation tools are applied;
 |  |  |
| * 1. Email Marketing is applied;
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| **OUDM013L5V1: IDENTIFY AND APPLY ECOMMERCE MARKETING** |  |  |
| * 1. Websites are interpreted;
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| * 1. Websites are identified;
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| * 1. Website Content is optimized;
 |  |  |
| * 1. Technical SEO is applied;
 |  |  |
| * 1. Product Descriptions are interpreted;
 |  |  |
| * 1. Product image is optimized;
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| * 1. E-commerce website is managed;
 |  |  |
| * 1. Ecommerce is interpreted;
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| * 1. Best practices of Ecommerce are applied;
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| **OUDM014L5V1: INTERPRET AFFILIATE MARKETING** |  |  |
| * 1. Affiliate Marketing is interpreted;
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| * 1. People involving as Affiliates are identified;
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| * 1. Advantages of Affiliate Marketing are interpreted;
 |  |  |
| * 1. Requirements for an Affiliate are identified;
 |  |  |
| * 1. successful Affiliate Marketing term is interpreted;
 |  |  |
| * 1. Factors necessary for success in Affiliate Marketing are identified;
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| * 1. Mistakes in Affiliate Marketing are identified;
 |  |  |
| * 1. Types of Affiliate networks are interpreted;
 |  |  |
| * 1. Physical Products Network are listed;
 |  |  |
| * 1. Affiliate with Digital Products is defined and selected;
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| * 1. Affiliate with Print on Demand is defined and selected;
 |  |  |
| I agree to undertake assessment in the knowledge that the information gathered will only be used for educational and professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor. |
| **Candidate’s signature:** |  | **Date:** |  |