Self-Assessment Guide

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| **Qualification:** | **Digital Marketing (Social Media Marketing) – Level 4** | | | |
| **Candidate Name** |  | | | |
| **Application Serial No.** |  | | | |
| **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** |
| **GU005L4V1: CARRYOUT WORKPLACE INTERACTION IN ENGLISH** | | |  |  |
| * 1. interpret workplace code of conducts as per organizational guidelines? | | |  |  |
| * 1. maintain appropriate lines of communication with supervisors and colleagues? | | |  |  |
| * 1. conduct workplace interactions in a courteous manner to gather and convey information? | | |  |  |
| * 1. ask questions about routine workplace procedures and matters and responded as required? | | |  |  |
| * 1. interpreted workplace documents as per standard? | | |  |  |
| * 1. take assistance to aid comprehension when required from peers/supervisors? | | |  |  |
| * 1. understand and follow visual information/ symbols/signage’s? | | |  |  |
| * 1. access specific and relevant information from appropriate sources? | | |  |  |
| * 1. use appropriate medium to transfer information and ideas? | | |  |  |
| * 1. attend team meetings on time and followed meeting procedures and etiquette? | | |  |  |
| * 1. express own opinions and listen to those of others without interruption? | | |  |  |
| * 1. provide inputs consistent with the meeting purpose and interpreted and implemented meeting outcomes? | | |  |  |
| * 1. demonstrate responsibilities as a team member and keep promises and commitments made to others? | | |  |  |
| * 1. perform tasks in accordance with workplace procedures? | | |  |  |
| * 1. respect and maintain confidentiality? | | |  |  |
| * 1. avoid situations and actions considered inappropriate or which present a conflict of interest? | | |  |  |
| **OUDMO005L4V1: CREATE AND MANAGE AD CAMPAIGN** | | |  |  |
| * 1. identify strategy for creating a campaign? | | |  |  |
| * 1. optimize budget? | | |  |  |
| * 1. manage Google Placement? | | |  |  |
| * 1. incorporate Google analytics? | | |  |  |
| * 1. interpret CTR, Conversation Rate & Bid Optimizer? | | |  |  |
| * 1. perform ROI on PPC Campaign? | | |  |  |
| * 1. identify audience? | | |  |  |
| * 1. Audience Target plan is created; | | |  |  |
| * 1. develop remarketing campaign? | | |  |  |
| **OUDM006L4V1: APPLY LOCAL SEO TECHNIQUES** | | |  |  |
| * 1. identify local SEO? | | |  |  |
| * 1. interpret importance of Local search? | | |  |  |
| * 1. identify Local search engine marketing? | | |  |  |
| * 1. interpret concept of local businesses? | | |  |  |
| * 1. identify search engine ranking factors? | | |  |  |
| * 1. interpret use of Search Engine Optimization? | | |  |  |
| * 1. identify Local SEO ranking factors that impact ranking on Google? | | |  |  |
| * 1. ensure brainstorming keywords or targeted phrases for local business? | | |  |  |
| * 1. interpret On-page optimization method for local business website? | | |  |  |
| * 1. interpret Off-page optimization method for local business website? | | |  |  |
| * 1. identify importance of local citation building for local business website? | | |  |  |
| * 1. interpret Google search console and analytics setup? | | |  |  |
| * 1. interpret importance of google maps listing for a local business? | | |  |  |
| * 1. create walkthrough to Google My Business (GMB) page? | | |  |  |
| * 1. perform creating, managing and optimizing google my business page? | | |  |  |
| * 1. ensure Google 3 pack ranking factor and NAP (Name, Address and Phone Number) listing? | | |  |  |
| * 1. interpret importance of structured data markup for local business website? | | |  |  |
| * 1. interpret data highlight to search engine bot? | | |  |  |
| * 1. identify types of schema mark-up? | | |  |  |
| * 1. identify schema mark-up generator tools? | | |  |  |
| * 1. create schema mark-up code and implement code to website? | | |  |  |
| * 1. select domain name for a business? | | |  |  |
| * 1. create local SEO-friendly business website? | | |  |  |
| * 1. Create structure of home page, contact use page, service pages and about page? | | |  |  |
| * 1. interpret importance of mobile friendly website for local SEO? | | |  |  |
| * 1. use Google’s mobile friendly test tool to check website? | | |  |  |
| * 1. interpret SEO friendly page content? | | |  |  |
| **OUDM007L6V1: IDENTIFY AND SETUP GOOGLE WEBMASTER TOOL AND GOOGLE ANALYTICS** | | |  |  |
| * 1. identify Google Webmaster Tool/ Google search console? | | |  |  |
| * 1. setup Google Webmaster Tool Account and adding with website? | | |  |  |
| * 1. interpret magical features of Google Webmaster Tool? | | |  |  |
| * 1. add site map in Webmaster Tool? | | |  |  |
| * 1. connect Google Webmaster tool and SEO Optimized page? | | |  |  |
| * 1. install Google analytics; | | |  |  |
| * 1. add new website in Google Analytics? | | |  |  |
| * 1. state metrics and criteria? | | |  |  |
| **OULGE008L5V1: INTERPRET AND PRACTICE EMAIL MARKETING** | | |  |  |
| * 1. interpret email marketing? | | |  |  |
| * 1. interpret advantages and disadvantages of email marketing? | | |  |  |
| * 1. state types of emails? | | |  |  |
| * 1. comprehend the purpose of marketing? | | |  |  |
| * 1. define cost of Email Marketing? | | |  |  |
| * 1. interpret legal issues of Email marketing? | | |  |  |
| * 1. interpret bulk email and bulk email software? | | |  |  |
| * 1. state sending procedure of bulk email? | | |  |  |
| * 1. collect bulk email? | | |  |  |
| * 1. define target email marketing? | | |  |  |
| * 1. identify best niche for email marketing? | | |  |  |
| * 1. identify and collect business email? | | |  |  |
| * 1. collect business email from LinkedIn? | | |  |  |
| * 1. create formula of email list? | | |  |  |
| * 1. identify and apply email collection tools? | | |  |  |
| * 1. show strategies for creating an email list? | | |  |  |
| * 1. explain “Create Remarkable content” and “promote a contest”? | | |  |  |
| * 1. explain " Visitors and customers usually do not easily share their emails, unless they feel like they should"? | | |  |  |
| **OUDM009L4V1: APPLY VIDEO MARKETING** | | |  |  |
| * 1. interpret basic concepts of video uploading and marketing? | | |  |  |
| * 1. interpret importance of Video Marketing? | | |  |  |
| * 1. explain video Marketing Strategies? | | |  |  |
| * 1. create and optimize account? | | |  |  |
| * 1. explain ways of growing subscribers? | | |  |  |
| * 1. interpret YouTube contents and tools management? | | |  |  |
| * 1. apply YouTube monetization techniques? | | |  |  |
| * 1. create and manage Ad? | | |  |  |
| * 1. review reports & analytics? | | |  |  |
| I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned personnel and my manager/supervisor. | | | | |
| Candidate’s Signature: | | Date: | | |
| Assessor’s Signature: | | Date: | | |

Assessment Agreement - Digital Marketing, Level-4

The purpose of assessment is to confirm that you can perform to the standards expected in the workplace of an occupation, as expressed in the competency standards (after completion of self-assessment and in agreement with assessor).

To help achieve this, an assessment agreement is required to navigate both you and the assessor through the assessment process.

The assessment agreement is designed to provide a clear understanding of what and how you will be assessed and to nominate the tools that may be used to collect the assessment evidence.

The assessor and/or workplace supervisor should agree on the assessment requirements, dates and deadlines.

Therefore, to attain the Certificate of Digital Marketing, you must demonstrate competence in the following units, as established in the assessment agreement:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment Agreement** | | | | |
| **Occupation:** | | Digital Marketing, Level-4 | | |
| **Assessment Centre:** | |  | | |
| **Candidate Name:** | |  | | |
| **Assessor Name:** | |  | | |
| **Unit of Competency** | |  | | |
|  | | | | |
| GU005L2V1 | | Carry out workplace interaction in English | | |
|  | | | | |
|  | | | | |
| OUDMO005L4V1 | | Create and Manage Ad Campaign | | |
| OUDMO006L4V1 | | Apply Local SEO Techniques | | |
| OUDMO007L4V1 | | Identify and Setup Google Webmaster Tool and Google Analytics | | |
| OUDMO008L4V1 | | Interpret and Practice Email Marketing | | |
| OUDMO009L4V1 | | Apply Video Marketing | | |
| **Resources Required for Assessment** | | | | |
| Candidates must have access to the following:   * copies of activities, questions, projects nominated by the assessor * relevant organisational policies, protocols and procedural documents (if required) * devices or tools to record answers * appropriate actual or simulated workplace * all necessary tools and equipment used in performance of the work-based task * any other resources normally used in the workplace | | | | |
| **Assessment Instructions** | | | | |
| Candidates should respond to the formative and summative assessments either verbally or in writing as agreed with the assessor. Written responses can be recorded in the spaces provided (if more space is required attach additional pages) or submitted in a word processed document.  If candidates answer verbally, the assessor should record their answers in detail.  Candidates should also undertake observable tasks that provide evidence of performance. The assessor must provide instruction to candidates on what is expected during observation, and arrange a suitable time and location for demonstration of these skills.  Candidates must fully understand what they are required to do to complete these assessment tasks successfully, then sign the declaration. | | | | |
| **Performance Standards** | | | | |
| To receive a **satisfactory** result for the assessments, candidates must complete all activities, questions, projects, and tasks nominated by the assessor, to the required standard.  Completion of all tasks for a unit of competency, to a satisfactory level, will contribute to an assessment of competence for that specific individual unit (or units if holistic assessment approach is taken).  Successful completion of all units of competency that comprise of the qualification **Digital Marketing**, **Level-4** will result in the candidate will be issued with the relevant, nationally recognised certificate.  Assessors must clearly explain the required performance standards. | | | | |
| **Declaration** | | | | |
| I declare that:   * the assessment requirements have been clearly explained to me * all the work completed towards assessment will be my own * cheating and plagiarism are unacceptable | | | | |
| **Candidate Name:** |  | | **Date:** |  |
| **Assessor Name:** |  | | **Date:** |  |