Self-Assessment Guide

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification:** | **Digital Marketing (Social Media Marketing) – Level 5** | | | |
| **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** |
| **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? | | |  |  |
| * 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? | | |  |  |
| * 1. maintain personal behavior and relationships with co-workers as per standards, policy and guidelines? | | |  |  |
| * 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? | | |  |  |
| * 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? | | |  |  |
| * 1. share company values / practices with co-workers using appropriate behavior and language? | | |  |  |
| **GU011L4V1: LEAD A SMALL TEAM** | | |  |  |
| * 1. identify and presented Work requirements and presented to team members? | | |  |  |
| * 1. communicate reasons for instructions and requirements to team members? | | |  |  |
| * 1. recognize, discuss and deal with team members’ queries and concerns? | | |  |  |
| * 1. allocate duties, and responsibilities having regard to the skills, knowledge and attitudes required to properly undertake the assigned task? | | |  |  |
| * 1. allocate duties having regard to individual preference, domestic and personal considerations, whenever possible? | | |  |  |
| * 1. establish performance expectations based on client needs and according to assignment requirements? | | |  |  |
| * 1. ensure performance expectations based on individual team members’ duties and area of responsibility? | | |  |  |
| * 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? | | |  |  |
| * 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? | | |  |  |
| * 1. monitor team operations to ensure that employer / client needs and requirements are met? | | |  |  |
| * 1. provide follow-up communication on all issues affecting the team? | | |  |  |
| * 1. complete all relevant documentation? | | |  |  |
| **OUDM010L4V1: PRACTICE TECHNICAL SEO** | | |  |  |
| * 1. interpret Googlebot (Google Crawler)? | | |  |  |
| * 1. identify Google Algorithm? | | |  |  |
| * 1. interpret Web Ranking & Page Rank? | | |  |  |
| * 1. interpret Browsers & Addons, Plugins? | | |  |  |
| * 1. identify and define important SEO Tools? | | |  |  |
| * 1. interpret domain and page authority? | | |  |  |
| * 1. interpret White Hat and Black Hat SEO? | | |  |  |
| * 1. perform advanced Keywords Research & competitor analysis? | | |  |  |
| * 1. map page? | | |  |  |
| * 1. analyse Site Structure? | | |  |  |
| * 1. apply and create HTML Validation and Sitemap? | | |  |  |
| * 1. fix 404 Error Removal &Redirects? | | |  |  |
| * 1. generate Alexa report? | | |  |  |
| * 1. optimize website Speed? | | |  |  |
| * 1. perform advanced Site Analysis? | | |  |  |
| * 1. apply link structure optimization techniques on WordPress site? | | |  |  |
| * 1. introduce and install WordPress SEO Plugins? | | |  |  |
| * 1. apply WordPress SEO Plugins? | | |  |  |
| * 1. implement On-page optimization metrics in WordPress website? | | |  |  |
| * 1. crate sitemap in a WordPress delegated website? | | |  |  |
| * 1. use Robot.txt? | | |  |  |
| * 1. create outreach? | | |  |  |
| * 1. create guest posting? | | |  |  |
| * 1. perform article submission? | | |  |  |
| * 1. perform Video Submission? | | |  |  |
| * 1. create Google Map? | | |  |  |
| * 1. perform Quora and Yahoo- answer? | | |  |  |
| * 1. interpret “Backlink is dead”? | | |  |  |
| * 1. interpret importance of Content Marketing? | | |  |  |
| * 1. identify content marketing platforms Social media and web 2.0? | | |  |  |
| * 1. use content marketing platforms Social media and web 2.0? | | |  |  |
| * 1. interpret Google Search Console? | | |  |  |
| * 1. interpret Google Analytics? | | |  |  |
| * 1. analyse competitor’s content from blog and web? | | |  |  |
| * 1. write article from other articles? | | |  |  |
| * 1. collect information from other articles? | | |  |  |
| * 1. write article from image content, video content and Slide content? | | |  |  |
| * 1. interpret concept of pillar article? | | |  |  |
| * 1. perform conversion of engaging content and Valuable content? | | |  |  |
| **OUDM011L5V1: MANAGE AND ANALYZE EMAIL MARKETING** | | |  |  |
| * 1. check duplicate mail? | | |  |  |
| * 1. verify duplicate mail? | | |  |  |
| * 1. interpret retention and bounce mail? | | |  |  |
| * 1. interpret spam and anti-spam filter? | | |  |  |
| * 1. interpret email campaign terms? | | |  |  |
| * 1. attractive elements for quality email? | | |  |  |
| * 1. interpret guidelines for effective email templates? | | |  |  |
| * 1. create quality and effective design? | | |  |  |
| * 1. identify the goal of the message? | | |  |  |
| * 1. plan email marketing campaign? | | |  |  |
| * 1. create email template? | | |  |  |
| * 1. identify target people and subscribers? | | |  |  |
| * 1. state frequency of sending email? | | |  |  |
| * 1. apply call to action and landing page? | | |  |  |
| * 1. setup Mailchimp account? | | |  |  |
| * 1. interpret Mailchimp dashboard? | | |  |  |
| * 1. link social media accounts? | | |  |  |
| * 1. import and send mailing lists for email marketing campaigns? | | |  |  |
| * 1. monitor results? | | |  |  |
| **OUDM012L5V1: IDENTIFY AND APPLY LEAD GENERATION** | | |  |  |
| * 1. interpret lead and lead Generation? | | |  |  |
| * 1. state effective lead generation campaigns? | | |  |  |
| * 1. interpret lead funnel? | | |  |  |
| * 1. map lead generation to Your Funnel? | | |  |  |
| * 1. apply lead generation to Your Funnel? | | |  |  |
| * 1. create display Ads? | | |  |  |
| * 1. create Google Ads/ Pay Per Click (PPC)? | | |  |  |
| * 1. apply content syndication? | | |  |  |
| * 1. interpret Direct Mail Advertisement? | | |  |  |
| * 1. run event marketing? | | |  |  |
| * 1. apply content marketing? | | |  |  |
| * 1. apply SEO? | | |  |  |
| * 1. optimize website? | | |  |  |
| * 1. apply social media marketing? | | |  |  |
| * 1. apply lead generation tools? | | |  |  |
| * 1. apply email marketing? | | |  |  |
| **OUDM013L5V1: IDENTIFY AND APPLY ECOMMERCE MARKETING** | | |  |  |
| * 1. interpret websites? | | |  |  |
| * 1. identify websites? | | |  |  |
| * 1. optimize website content? | | |  |  |
| * 1. apply technical SEO? | | |  |  |
| * 1. interpret product descriptions? | | |  |  |
| * 1. optimize product image? | | |  |  |
| * 1. manage E-commerce website? | | |  |  |
| * 1. interpret Ecommerce? | | |  |  |
| * 1. apply best practices of Ecommerce? | | |  |  |
| **OUDM014L5V1: INTERPRET AFFILIATE MARKETING** | | |  |  |
| * 1. interpret affiliate marketing? | | |  |  |
| * 1. identify people involving as affiliates? | | |  |  |
| * 1. interpret advantages of affiliate marketing? | | |  |  |
| * 1. identify requirements for an affiliate? | | |  |  |
| * 1. interpret successful affiliate marketing term? | | |  |  |
| * 1. identify factors necessary for success in affiliate marketing? | | |  |  |
| * 1. identify mistakes in affiliate marketing? | | |  |  |
| * 1. interpret types of affiliate networks? | | |  |  |
| * 1. listed physical products network? | | |  |  |
| * 1. define and select affiliate with digital products? | | |  |  |
| * 1. define and select affiliate with print on demand? | | |  |  |
| 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-5

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-5 | | |
| **Assessment Centre:** | |  | | |
| **Candidate Name:** | |  | | |
| **Assessor Name:** | |  | | |
| **Unit of Competency** | |  | | |
|  | | | | |
| GU010L3V1 | | Demonstrate Work Values | | |
| GU011L4V1 | | Lead a Small Team | | |
|  | | | | |
|  | | | | |
| OULGE010L5V1 | | Practice Technical SEO | | |
| OULGE011L5V1 | | Manage and Analyze Email Marketing | | |
| OULGE012L5V1 | | Identify and Apply Lead Generation | | |
| OULGE013L5V1 | | Identify and Apply E-commerce Marketing | | |
| OULGE014L5V1 | | Interpret Affiliate 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-5** 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:** |  |