Self-Assessment Guide

|  |  |
| --- | --- |
| **Qualification:** | **Digital Marketing (Social Media Marketing) – Level 6** |
| **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** |
| **OUDM015L6V1: PROMOTE NICHE AFFILIATE WEBSITES** |  |  |
| * 1. state basic of affiliate sites?
 |  |  |
| * 1. interpret article topics selection and publishing on the site?
 |  |  |
| * 1. research niche segment?
 |  |  |
| * 1. identify products research and Topics for affiliate sites?
 |  |  |
| * 1. customize niche site with WordPress?
 |  |  |
| * 1. apply SEO to promote Website?
 |  |  |
| * 1. apply SMM to promote website?
 |  |  |
| **OUDM016L6V1: CUSTOMIZE LANDING PAGE FOR DIGITAL PRODUCTS** |  |  |
| * 1. define basic of affiliate marketing with digital products?
 |  |  |
| * 1. select network for digital products?
 |  |  |
| * 1. select niche and products?
 |  |  |
| * 1. build landing page with WordPress or Click funnel?
 |  |  |
| * 1. apply SMM to promote landing page to capture lead?
 |  |  |
| * 1. apply SEM to Promote landing page to capture lead?
 |  |  |
| * 1. promote products to lead through Email Marketing?
 |  |  |
| **OUDM017L6V1: PROMOTE A WEBSITE WITH PRINT ON DEMAND** |  |  |
| * 1. interpret basic of Teespring?
 |  |  |
| * 1. select network for POD?
 |  |  |
| * 1. select niche for POD?
 |  |  |
| * 1. select website on Teespring?
 |  |  |
| * 1. design product using Canva?
 |  |  |
| * 1. apply SMM to promote your products?
 |  |  |
| * 1. apply video marketing to promote your products?
 |  |  |
| **OUDM018L6V1: PREPARE, MONITORING, EVALUATION AND ROI REPORT** |  |  |
| * 1. state step by step guidelines for making money?
 |  |  |
| * 1. state common mistakes for affiliate marketing?
 |  |  |
| * 1. plan startup costs and estimated idea for affiliate marketing?
 |  |  |
| * 1. state proper initiatives that Pays the Affiliates and how to avoid problem arising from Google?
 |  |  |
| * 1. state focusing on Common affiliate sales network?
 |  |  |
| * 1. do competition analysis?
 |  |  |
| * 1. show ROI Calculation for Project based work?
 |  |  |
| * 1. generate report?
 |  |  |
| 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-6

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-6 |
| **Assessment Centre:** |  |
| **Candidate Name:** |  |
| **Assessor Name:** |  |
| **Unit of Competency** |  |
|  |
|  |
|  |
| OUDM015L6V1 | Promote Niche Affiliate Websites |
| OUDM016L6V1 | Customize Landing Page for Digital Products |
| OUDM017L6V1 | Promote A Website with Print on Demand |
| OUDM018L6V1 | Prepare Monitoring, Evaluation and ROI Report |
| **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-6** 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:** |  |