DIGITAL MARKETING EXECUTIVE

ON-THE-JOB TRAINING

Job Redesign Reskilling Programme for Hotel Industry

ON-THE-JOB TRAINING

Hotels are able to customise the **activities** (in *blue italic).* Any changes to **critical task** and **duration of training** will need to seek WSG's approval.

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
SALES & MARKETING **Digital Marketing Executive**		**TOTAL OJT DURATION** **54 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
1. Manage brand equity • *Support the development of brand guidelines according to overall brand image* • *Conduct training to internal stakeholders on brand guidelines* • *Maintain the performance of hotel's website and digital and social media platforms and their adherence to brand guidelines*	• Brand guidelines comprehensively cover the organisation's brand identity, including its: - Logos - Color palette - Typography - Other imagery - Voice and tone • Success of the brand is monitored and measured against hotel's Key Performance Indicators (KPI)	10 days		

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2. Develop marketing strategies for digital and social media platforms • *Analyse market research findings to support the development of marketing strategies and plans* • *Conduct market profiling to identify potential market segments* • *Perform data analyses on the performance of marketing channels* • *Analyse website traffic, e-commerce data, and digital and social media platforms to identify marketing opportunities* • *Gather data to generate commercial insights to support the development of marketing plans*	• Technology can be used to support marketing strategies and improve guest experience and quality of the hotel facilities and services: - property management system - location-based sensor - smart cameras with facial-recognition capabilities - location-based marketing platform software - smart cloud-based online reputation management system	12 days		

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3. Manage digital marketing campaigns and events • *Design marketing content for traditional, digital and social media campaigns according to design concepts and ideas* • *Develop editorial content, design layout and printing specifications of collaterals* • *Execute production and distribution of marketing collaterals and paraphernalia* • *Execute marketing campaigns and media-related activities and events* • *Execute measures to enhance customer experience across traditional, digital and social media platforms and customer touch points* • *Analyse performance of marketing campaigns and achievement of key*	• Marketing campaigns are executed in alignment to marketing strategies, operational plans and budgets • Campaign performance and effectiveness are monitored in accordance with performance measures to further refine action plans • Key Performance Indicators (KPIs) for modern digital marketers that are data-driven includes: – Web traffic sources – Brand awareness – Cost per lead – Website traffic leads – Returning visitors – Online conversion rates – Lead conversion rates – Click thru rate – Customer lifetime value	12 days		

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performance indicators to identify areas of improvement • *Recommend improvements*				
4. Manage digital marketing communications and public relations • *Analyse media and market data to identify appropriate media options and key target audience for communication* • *Coordinate customer engagement efforts via digital and social media platforms* • *Develop press releases and media kits for distribution to targeted media partners* • *Coordinate and collate responses for media queries*	• Traffic flow and conversion rates of digital marketing channels are analysed for trends • Search Engine Marketing (SEM) eg. Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) are used to encourage searchers to click through the hotel's webiste • Website design and implementation plan are in alignment with hotel's guidelines and requirements	10 days		

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• *Monitor social media platforms on user opinions and follow up with appropriate actions*				
5. Manage report management and continuous improvement • *Prepare and present marketing analytics reports*	• Reports are well-written and effectively convey information to relevant stakeholders • Ideal structure for reports includes the following: – Overall campaign results – Results by channel eg. social media, websites, Paid Media, etc. – The actions carried out, break it down by channel or areas: SEO, web, design, social media, etc. – SEO/SEM – Paid Media Traffic (Google Ads, Facebook Ads, and so on – Conclusions - a brief assessment of the campaign in a summary format with the objectives in consideration. – Recommendations - for example, be lessons to take into consideration for future actions.	10 days		

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	Next Steps - general recommendations for developing a performance report after having launched a marketing campaign or action.			