Module Specification:

Digital Strategy

Digital Strategy is a 17 credit elective module which sits within the suite of Level 6 modules.

Strategic Marketing Mandatory module Assessment by exam	—	**Mastering Metrics** Mandatory module Assessment by assignment	—	**Driving Innovation** Elective module Assessment by assignment	—	**Digital Strategy** Elective module Assessment by assignment

To gain the CIM Level 6 Diploma in Professional Marketing a pass in **BOTH** mandatory modules plus **ONE** elective module is required. However, each module can be taken as a standalone module to gain a module award.

Aim of the module

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a given scenario and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Digital Strategy module content which follows.

CIM Level 6 Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it's assessed – assessment methodology
- How the assessments are delivered and when
- How it's graded
- When are results issued?
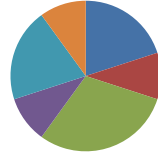- Module specifications
- What we mean by command words

Module Content: Digital Strategy (elective)

Level 6	Credit value: 17	Total Qualification Time: 170 hours

Purpose statement

For many organisations digital marketing has evolved from a set of tactical actions into a significant element of strategy. This module will provide you with an in-depth consideration of digital marketing capabilities that can be embedded within strategic marketing planning.

Assessment   **Module weighting**

Work-based assignment		LO 1 – 10% weighting LO 2 – 20% weighting LO 3 – 20% weighting LO 4 – 20% weighting LO 5 – 20% weighting LO 6 – 10% weighting

Overarching learning outcomes
By the end of this module learners should be able to:

Digital Disruption
- Understand the strategic implications of the disruptive digital environment
- Generate relevant insights into key emerging themes within the digital marketing environment

Digital Planning
- Develop strategic recommendations in response to the need to acquire, convert and retain customers
- Deliver an agile response to changing customer behaviours

Delivering Success
- Know how to manage and optimise key channels and content within a digitally enhanced strategic plan
- Apply key digital measures to analyse social, sentiment, search and site behaviour

Unit 1: Digital Disruption

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand the strategic implications of the disruptive digital environment	1.1 Analyse the macro-environment using a range of existing and emerging digital analysis tools and frameworks	• Digitally focused PESTLE analysis • Impact and influence of macro factors on digital strategy and tactics • Disruptive elements of the digital environment • Role and potential impacts of key technological organisational players • Concepts of social connectivity
	1.2 Analyse the micro-environment using a range of existing and emerging digital analysis tools and frameworks	• Micro-environment: markets, industry structure and dynamics, stakeholder relationships • Analyse customer behaviour with reference to digital behaviours, identities and personas • Impact of digital on competitive environment • Impact of disruption on internal resources • Analyse internal digital capabilities and limitations • Identify technology for supporting acquisition, conversion and retention

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		• Appraise current digital activity conducted
	1.3 Identify and assess strategic implications of findings in the context of disruption from the digital environment	• Key drivers and impact of digital disruption • Assess the degree of change in the operating environment • Impacts on strategy and the strategic landscape • Strategic opportunities to adopt digital capabilities • Changes in the direction of the organisation's strategy
2. Generate relevant insights into key emerging themes within the digital marketing environment	2.1 Analyse macro and micro findings to generate insights that support the identification of relevant emerging themes	• Analyse the audit findings: SWOT and TOWS • Long-terms vs. short-term impacts and influences on the organisation • Horizontal scanning • Customer channel consumption and preferences • Shifts in contact strategy • Commercial impacts of digital disruption, volume vs. value • Impacts of technological adoption • Weaknesses in the organisation's current digital mix • Opportunities introduced via digital developments

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
	2.2 Assess the relevance, influence and impact of emerging themes on organisations	• Current vs. future influences • Changes vs. relevance to organisation and its operating environment • Digital enablers for the delivery of the strategy • Barriers to adoption vs. risks to current strategic approach • Impact and influence on communications strategy vs. changing customer needs/behaviour • Current vs. future relevance of emerging themes • Potential for the landscape to continue to evolve
	2.3 Recommend, with justification, how emerging trends and their impact could be monitored on an ongoing basis	• Identify, collect and utilise primary and secondary data • Recommend how insights and emerging themes could be monitored • Shape delivery of the strategy and potential future activity via digital • Recommend commercial tools to monitor impacts on acquisition, conversion and retention • Monitor and measure key digital activities

Unit 2: Digital Planning

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Develop strategic recommendations in response to the need to acquire, convert and retain customers	3.1 Develop appropriate digital objectives to support the strategic customer acquisition, conversion and retention	• Hierarchy of objectives • Growth vs. penetration vs. market development • Objective setting for acquisition, conversion and retention • Objectives to support marketing activity • Objectives to increase adoption and implementation of new technologies • Objectives to support integration of all marketing activity
	3.2 Develop a strategic response to acquire or reach new customers through a digital approach	• Development of customer personas • Determine targeting strategies • Determine online positioning strategies • Synergy with offline strategy • Acquisition through the adoption and implementation of a variety of integrated digital activities
	3.3 Develop a strategic response to convert customers through a digital approach	• Delivering conversion through the adoption and

		implementation of integrated digital activities
	3.4 Develop a strategic response to retain customers through a digital approach	• Delivering retention through the adoption and implementation of integrated digital activities
4. Deliver an agile response to changing customer behaviours	4.1 Explain the fitness for purpose of the current marketing mix and its ability to acquire, convert and retain customers	• Identify customer behaviours and behavioural change • Agile marketing • Limitations of the current marketing mix to deliver an agile response
	4.2 Recommend and justify the adoption of the digital marketing mix that will acquire, convert and retain customers	• Develop a digital marketing mix to deliver on the strategic plan • Utilisation of relevant marketing mix frameworks: 7 Ps, 8 Ps, 4 Cs
	4.3 Justify how the digital marketing mix will deliver and enhance agility	• Appraisal of recommended changes • Resourcing • Scheduling • Budgeting • Flexibility • Skills and capabilities • Outsourcing and agencies

Unit 3: Delivering Success

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Know how to manage and optimise key channels and content within a digitally enhanced strategic plan	5.1 Explain how digital channels, content and media will be integrated into the organisation's wider marketing activities	• Implementation and integration of digital media for acquisition • Implementation and integration of digital media for conversion • Implementation and integration of digital media for retention
	5.2 Identify and explain how key channels can be managed and optimised to support the delivery of a digitally enhanced strategic plan	• Tracking and measuring the effectiveness of channel performance • Utilisation of key management and measurement tools and services • Optimising the management and delivery of the implementation plan • Value delivery via optimisation of digital • Centralised vs. decentralised • Internal and external
	5.3 Identify and explain how digital content can be managed and optimised to support the delivery of a digitally enhanced strategic plan	• Resource needs in relation to planned activity • Management of plan implementation

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		• Ongoing flexibility and learning • Monitor and manage: content, media effectiveness, platform effectiveness • Relevant regulatory and/or legal frameworks
	5.4 Identify and explain the resources required and scheduling of key tactics to support the delivery of the plan	• Project planning • Resource determination and allocation • Aligning the plan with wider marketing activity • Digital media as primary and supporting media • Budgeting • Contingency planning • Agility and flexibility

6. Apply key digital measures to analyse social, sentiment, search and site behaviour	6.1 Identify and assess the tools available to measure social, sentiment, search and site behaviour	• Utilise tools to measure:
		  o Social behaviour
		  o Sentiment
		  o Search and offsite behaviour
		  o Site behaviour
		• Understand relevant digital measurement tools and services
		• Analyse the impact of social, sentiment and search behaviour

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		• Identify the potential value of social, sentiment, search and site behaviour

	6.2 Recommend how key digital channels will be monitored and measured	• Select appropriate tools to measure and analyse:
		  ○ Digital social behaviour
		  ○ Sentiment and conversations
		  ○ Search behaviour
		  ○ Site behaviour
		• Utilise SMART objectives and KPIs for monitoring and measuring
		• Set measures to report on social, website and search engine marketing

	6.3 Explain how these measures assess digital behaviour and how they can be used to monitor performance and inform of future change	• Use KPIs to analyse digital behaviour across:
		  ○ Social media
		  ○ Sentiment and conversations
		  ○ Search
		  ○ Site

	6.4 Recommend steps to be taken to apply the key measures identified	• Integration of digital measurement • Technical implementation of measurement and monitoring systems • Embedding the measures into business operations

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		• Ongoing reviews of performance • Monitoring control systems • Resource control • Systems management • Reporting and information dissemination • Internal KPI agreement • Stakeholder involvement

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