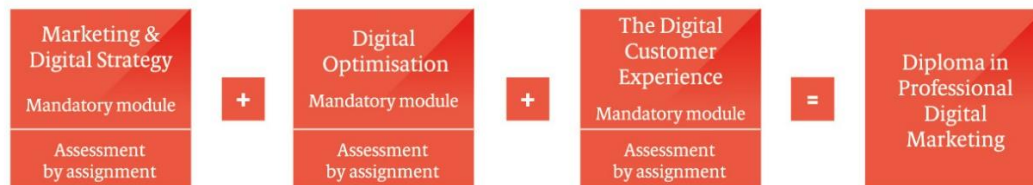


## Module Specification:

### Digital Optimisation (VRQ)

Digital Optimisation is a 17-credit mandatory module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma in Professional Digital Marketing a pass in all three modules is required.

If studied as a standalone module, an individual award can be achieved.

### Aim of the module

For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing as well as develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.

### 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 theme and an organisation of choice.

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

# CIM Level 6 Diploma in Professional Digital Marketing (VRQ) Qualification Specification

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

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

## Module Content: Digital Optimisation (mandatory)

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
---------	------------------	---

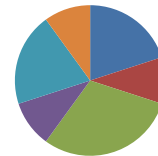
### Purpose statement

This module develops skills for strategic insight into the impact that the digital environment has on organisations, and the knowledge and skills to optimise digital marketing performance. The module covers three units: the first unit concentrates on the skills and knowledge to interpret insights from the digital environment; the second unit builds skills to develop a conversion optimisation plan in response to customer insights data; and the third unit develops digital metrics and analytics knowledge for analysing optimisation.

### Assessment

Organisation based assignment

### Module weighting



LO 1 – 15% weighting  
LO 2 – 15% weighting  
LO 3 – 15% weighting  
LO 4 – 20% weighting  
LO 5 – 20% weighting  
LO 6 – 15% weighting

### Overarching learning outcomes

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

#### Digital Insights

- Understand the strategic implications of the changing digital environment on organisations
- Interpret relevant insights from the wider digital environment

#### Digital Optimisation

- Develop responses to changing stakeholder needs and behaviours
- Develop a conversion optimisation plan

#### Digital Analytics, Monitoring and Measurement

- Assess digital metrics and analytics
- Apply key digital measures to analyse optimisation

## Unit 1: Digital Insights

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
1. Understand the strategic implications of the changing digital environment on organisations	1.1 Evaluate strategic implications of findings from the audit of the digital micro and macro-environment	<ul style="list-style-type: none"> <li>• Digital analysis tools and frameworks</li> <li>• Digital culture framework (Readiness, Essentials, Performance)</li> <li>• Impact and influence of key drivers -                             <ul style="list-style-type: none"> <li>○ within the digital environment</li> <li>○ inside the organisation</li> <li>○ market sector</li> <li>○ stakeholders</li> </ul> </li> </ul>
	1.2 Assess where changes to the elements of an organisation's digital ecosystem drive change	<ul style="list-style-type: none"> <li>• Emerging disruptive business models</li> <li>• Changes to elements of the digital marketing toolbox (including: Email, Websites, Online PR, Search Engine Optimisation, Blogs, Social networks, Online advertising, digital products/services, pricing models, distribution)</li> <li>• Digital platforms</li> </ul>
2. Interpret relevant insights from the wider digital environment	2.1 Analyse insights from the digital micro and macro audit findings	<ul style="list-style-type: none"> <li>• Digital tools and frameworks that enable analysis of the findings (eg, Digital culture framework)</li> <li>• Effective digital market research techniques</li> <li>• Identification of reliable sources of data</li> <li>• Justification of findings through evidence</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
	2.2 Assess the relevance, influence and impact of the wider digital environment on organisations	<ul style="list-style-type: none"> <li>• Opportunities and threats within the wider digital environment</li> <li>• Changes required by organisations to adapt</li> <li>• Need (or not) for business process re-engineering</li> <li>• Skills, technology and data requirements</li> <li>• Impact on marketing activities</li> <li>• Impact on customer experience</li> <li>• Impact of ethical issues within digital marketing practices</li> </ul>
	2.3 Identify opportunities for digital marketing innovation in the organisation	<ul style="list-style-type: none"> <li>• The digital marketing evolution</li> <li>• Internet of things</li> <li>• Connected home, smart cities</li> <li>• Crowdsourcing for additional resources</li> </ul>

## Unit 2: Digital Optimisation

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
3. Develop responses to changing stakeholder needs and behaviours	3.1 Identify key stakeholder characteristics to address changing needs and behaviours	<ul style="list-style-type: none"> <li>• Development of digital personas</li> <li>• Online customer journey mapping techniques</li> </ul>
	3.2 Discuss key elements that influence conversion rates	<ul style="list-style-type: none"> <li>• CRO audit</li> <li>• Online and offline integration</li> <li>• Visuals, copywriting, content</li> <li>• Design and UX, online psychology</li> </ul>
4. Develop a conversion optimisation plan	4.1 Define ways to improve conversion rates	<ul style="list-style-type: none"> <li>• Identify converting channels</li> <li>• Measuring A/B testing</li> <li>• Implementation and reporting</li> <li>• Return on marketing spend</li> </ul>
	4.2 Create and justify a conversion optimisation plan	<ul style="list-style-type: none"> <li>• Setting conversion goals</li> <li>• Identify converting channels</li> <li>• Measuring A/B testing</li> <li>• Implementation and reporting</li> <li>• Return on marketing spend</li> <li>• Integration with offline channels</li> </ul>

## Unit 3: Digital Analytics, Monitoring and Measurement

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
5. Assess digital metrics and analytics	5.1 Evaluate digital performance indicators	<ul style="list-style-type: none"> <li>• Differences between analytics and insights</li> <li>• Vanity metrics</li> <li>• Measuring return on investment</li> <li>• Creating digital goals and objectives</li> </ul>
	5.2 Explain how the integration and optimisation of digital marketing can be measured and monitored	<ul style="list-style-type: none"> <li>• Integration and improvement of digital marketing activities –                             <ul style="list-style-type: none"> <li>○ Testing</li> <li>○ Different options</li> <li>○ Gaining customer feedback</li> </ul> </li> <li>• Marketing automation and establishing trigger points for actions</li> <li>• Multi-touch attribution modelling and customer touchpoints</li> </ul>
	5.3 Explain how data can be used to create an actionable improvement plan	<ul style="list-style-type: none"> <li>• Application of data</li> <li>• Data versus Key Performance Indicators (KPIs)</li> <li>• Landing pages</li> </ul>
6. Apply key digital measures to analyse optimisation	6.1 Assess effective ways of measuring digital integration	<ul style="list-style-type: none"> <li>• Relevant digital measurement tools, services and methods</li> <li>• Value of measuring digital integration</li> </ul>
	6.2 Recommend the steps required to apply key measures and make improvements	<ul style="list-style-type: none"> <li>• Integration of digital measurement in organisations</li> <li>• Technical implementation of measurement and monitoring systems</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
		<ul style="list-style-type: none"> <li>• Use findings to make improvements to marketing plans in the future</li> </ul>





CIM

Chartered Institute of Marketing  
Moor Hall  
Cookham  
Maidenhead  
Berkshire  
SL6 9QH  
UK  
Telephone: 01628 427500  
**[www.cim.co.uk](http://www.cim.co.uk)**