

Unit Title: **Principles of Social Media Advertising and Promotion**



Unit Credit Value:	6
Unit Level:	Three
Unit Guided Learning Hours:	34
Ofqual Unit Reference Number:	J/503/9322
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

This unit is about understanding advertising and promotion within social media sites and the use of digital vouchers for a business.

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Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 4 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to plan how to use digital vouchers for marketing purposes	1.1. Define the term digital vouchers 1.2. Explain the potential uses of digital vouchers 1.3. Research the current disadvantages of digital vouchers 1.4. Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers 1.5. Plan a SMART digital voucher campaign for a business 1.6. Explain methods of managing a digital voucher system 1.7. Explain how to measure the effectiveness of a digital voucher campaign

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
<p>The learner will:</p>	<p>The learner can:</p>
<p>2. Be able to plan the implementation of Social Networking site advertising campaigns for Marketing purposes</p>	<p>2.1. Explain the factors to consider when creating Social Networking site adverts</p> <p>2.2. Justify the use of Social Networking site advertising campaigns</p> <p>2.3. Explain the importance of identifying the required outcomes from the Social Networking advertising campaigns</p> <p>2.4. Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site</p> <p>2.5. Explain why a Social Networking advertising campaign might fail</p> <p>2.6. Plan parallel Social Networking site advertising campaigns for a business</p> <p>2.7. Explain methods of monitoring Social Networking site advertising campaigns</p> <p>2.8. Identify changes that might be required for a Social Networking advertising campaign based on monitoring results</p>
<p>3. Understand the use of promotional campaigns on social networking sites</p>	<p>3.1. Define promotional campaigns on social networking sites</p> <p>3.2. Compare different types of promotional campaigns on social networking sites</p> <p>3.3. Explain why to use promotional campaigns on social networking sites</p> <p>3.4. Explain the limitations imposed by social networking sites on promotional campaigns</p> <p>3.5. Explain how to comply with restrictions on promotional campaigns on social networking sites</p> <p>3.6. Explain the factors which could cause negative PR when running a promotional campaign</p>

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
4. Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign	<p>4.1. Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts</p> <p>4.2. Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign</p>

Assessment Guidance

Learning Outcome 1

1.1 Digital vouchers: for example Groupon, KGB deals, Living Social, Voucher codes.

1.2 Potential uses: for example promote deals of the day, tickets or discounted gift certificates delivered through web or via email. Increase brand awareness, encourage social sharing of vouchers.

1.3 Disadvantages: for example significant expense, lack of customer retention, coupons intended for specific market can leak more broadly, cost vs. low profit margin.

1.4 Overcome the barriers: for example process for customer retention, incentives, offer brand special exclusive deals.

1.5 SMART: specific, measurable, attainable, relevant, timely.

1.6 Methods: online numbered coupon allocation, published code and URL, number to book, online database of allocation maintained by vendor.

Learning Outcome 2

2.1 Factors: for example: targeted to audience, appropriate social networking site, appropriate call to action, time constraint, design, content, budget, multi-channel campaign targeting and analytics.

2.1 Social Networking site: for example Facebook, LinkedIn, MySpace, Twitter, any other relevant site.

2.2 Use: for example awareness, acquisition, retention, increased click through to website, perception change, amplification.

2.5 Why: less click throughs if users see the advert too often, high cost if advert is not targeted appropriately, less customer loyalty if campaign is not designed for retention, market conditions, legal conditions, inappropriate launch timing.

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Learning Outcome 3

3.1 Promotional campaigns: for example discount coupons, special offer codes, competitions, PR (public relations).

3.6 Factors: vote rigging, unfair preferences, inability to control outcomes.

Learning Outcome 4

4.1 and 4.2 Current national and international legal and organisational guidelines: marketing to minors, alcohol, religion, decency, discrimination, regional variations.