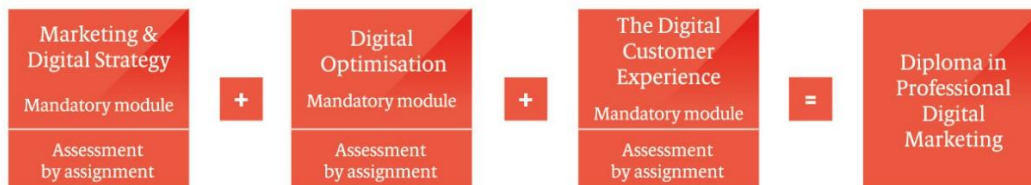


## Module Specification:

### CIM Level 6 Award in 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, the CIM Level 6 Award in Digital Optimisation (VRQ) 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 and innovation. 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
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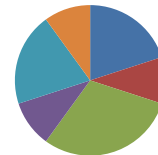
### Purpose statement

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 holistically and sustainably. The module covers three units: the first unit concentrates on the skills and knowledge to interpret and evaluate insights from the digital environment; the second unit builds skills to develop a conversion optimisation plan in response to customer insights data and the environment we are operating in; and the third unit develops coherent application of analytics and digital metrics for analysing and implementing effective optimisation effectively and sustainably.

### 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 an 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> <li>○ The environmental challenge</li> <li>○ Societal behavioural change</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>• Sustainable innovation /new technologies</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 and Social Media 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>• Sustainability calculators</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 – sustainability and behavioural change</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 digital Corporate Social Responsibility (CSR) and Ethical responsibility</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> <li>• Sustainability in marketing</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> <li>• New channels / apps</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> <li>• Building sustainability drivers for engagement</li> <li>• Purpose beyond products and services</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>• Multivariate Testing, Implementation and reporting</li> <li>• Return on marketing spend</li> <li>• Embed sustainability drivers for organisational reputation/authenticity</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>• Multivariate testing</li> <li>• Implementation and reporting</li> <li>• Return on marketing spend</li> <li>• Integration with offline channels</li> <li>• Cohesive focus on sustainability goals and CSR objectives</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>• Customer sentiment</li> <li>• Engagement – action over views and relationship building over transaction</li> <li>• Measuring return on investment</li> <li>• Creating impactful digital goals and objectives</li> <li>• technology innovation through a sustainability lens</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>• Improvement of digital marketing activities –               <ul style="list-style-type: none"> <li>○ Testing</li> <li>○ Integration of channels</li> <li>○ Gaining customer feedback</li> </ul> </li> <li>• Marketing automation and establishing trigger points for actions</li> <li>• Multi-faceted 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>• Customer engagement and relationship</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>• Sustainability dashboards</li> <li>• Value of measuring digital integration</li> </ul>

<b>Learning Outcomes</b> The learner will:	<b>Assessment Criteria</b> The learner can:	<b>Indicative Content</b>
	6.2 Recommend the stages involved in applying key measures and maximising digital optimisation	<ul style="list-style-type: none"> <li>• Integration of digital measurement in organisations</li> <li>• Stages involved in maximising digital optimisation</li> <li>• Technical implementation of measurement and monitoring systems</li> <li>• Use findings to make improvements to marketing plans in the future</li> <li>• Continuous improvement in promoting sustainability in marketing</li> </ul>





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