



DIGITAL MARKETING SELF-ASSESSMENT TEMPLATE

SKILL	DEFINITION	EVIDENCE EXAMPLE	YOUR EVIDENCE	FREQUENCY
MARKET INSIGHTS				
Evidence of ability in A/B testing	Conducting A/B tests should include evidence of... <ul style="list-style-type: none"> Ability to conduct a controlled experiment with two variables and explicit hypothesis testing Ability to use test results to guide increasingly complex decisions 	Submit an example of an A/B test conducted for an assignment in school.		
Evidence of ability to synthesize diverse evidence to guide decisions	Ability to synthesize diverse evidence, including secondary and/or primary data, to guide increasingly complex decisions. Synthesizing diverse evidence to guide decisions should include evidence of... <ul style="list-style-type: none"> Ability to identify credible forms of evidence Ability to analyze primary and/or secondary data sources Ability to synthesize data to guide increasingly complex decisions 	Submit an example of how using evidence supported a business plan for a client.		
Evidence of currency in a variety of digital marketing analytic tools, such as:	Understanding and using marketing analytic tools should include evidence of... <ul style="list-style-type: none"> Ability to define, measure, manage, and analyze key performance indicators Ability to synthesize KPIs to guide increasingly complex decisions 	Submit an example of using social media analytics to determine which posts were the most successful in a campaign.		
Google	<ul style="list-style-type: none"> Google Analytics is a freemium web analytics service offered by Google 			



	that tracks and reports website traffic.			
Facebook	<ul style="list-style-type: none"> Facebook Analytics is a built-in tool that tracks and measures all social content performances over time. 			
Instagram	Instagram Analytics is a built-in tool that provides information on the performance, engagement, and patterns of posts and accounts as a whole.			
Twitter	Twitter Analytics is a built-in tool that provides information on the performance, engagement, and patterns of tweets and accounts as a whole.			
YouTube	YouTube Analytics allows users to understand their video and channel performances with key metrics and reports through YouTube Studio.			
LinkedIn	LinkedIn incorporates a selection of metrics that capture the performance of LinkedIn Company pages, including followers, clicks, shares, and comments.			
Snapchat	Snapchat Analytics tracks and optimizes account metrics, including detailed look at story views, frequency of users viewing stories, and how many viewers as a whole.			
TikTok	TikTok Analytics tool is an in-app feature that measures video viewers, followers, and other important data that influence how popular the profile is.			
Facebook	Facebook Analytics is a built-in tool that tracks and measures all social content performances over time.			
Instagram	Instagram Analytics is a built-in tool that provides information on the performance,			



	engagement, and patterns of posts and accounts as a whole.			
AUDIENCE INSIGHTS				
Evidence of ability to conduct customer/audience journey mapping	<p>Conducting customer/audience journey mapping should include evidence of...</p> <ul style="list-style-type: none"> • Ability to analyze all potential journey phases • Ability to identify touchpoints, highlights, pain points, and opportunities • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 	Submit an example of a journey map developed for your employer.		
Evidence of ability to conduct audience segmentation	<p>Conducting audience segmentation should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouristics, psychographics, and geographics • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 	Submit an example of a segmentation model developed for a client in the travel industry.		
Evidence of ability to develop customer personas	<p>Developing customer personas should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify demographics, behaviouristics, psychographics, and geographics • Ability to determine lifestyles and workstyles with personality profiles, including potential goals and pain points • Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions 	Submit an example of a customer persona developed for a school assignment.		



MARKETING MANAGEMENT				
Evidence of ability to manage marketing projects	Managing marketing projects should include evidence of... <ul style="list-style-type: none"> • Ability to identify the project plan, goals, and execution • Performance tracking through analyzing KPIs and metrics • Creating and following a project budget 	Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.		
Evidence of ability to develop and manage a marketing budgeting	Developing a marketing budget should include evidence of... <ul style="list-style-type: none"> • Ability to identify costs related to advertising, materials and/ or supplies, marketing staff, software, and content creation 	Submit an example of a marketing budget created to maximize reach on a social media campaign.		
Evidence of ability to measure return on marketing investment	Measuring a return on marketing investment should include evidence of... <ul style="list-style-type: none"> • Ability to conduct a financial analysis, including break-even calculations • Ability to synthesize marketing analytics and campaign cycle time 	Submit an example of an ROI investment analysis done for your employer.		
Evidence of ability to leverage marketing metrics and analytics	Developing and managing marketing metrics and analytics should include evidence of... <ul style="list-style-type: none"> • Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV) • Identifies the ROI and marketing goals 	Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.		
MARKETING COMMUNICATIONS				
Evidence of ability to develop and execute	Developing and executing marketing communication	Submit an example of a marketing campaign run		



<p>marketing communication campaigns</p>	<p>campaigns should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify which channels of advertising to utilize based on environmental and audience analysis. • Execution of campaign and performance tracking analysis. 	<p>through your school club to promote an upcoming event.</p>		
<p>Evidence of ability to develop and execute a media plan</p>	<p>Developing and executing a media plan should include evidence of...</p> <ul style="list-style-type: none"> • Ability to conduct an environmental analysis relevant to identifying media strategy and objectives • Measurable goals for analysis and evaluation of media plan success 	<p>Submit an example of a media plan developed and recommended for a client project.</p>		
<p>Evidence of ability to develop a campaign brief</p>	<p>Developing a campaign brief should include evidence of...</p> <ul style="list-style-type: none"> • Ability to write coherently and creatively • Recognition of the client/ brand needs, campaign objectives, environmental analysis, and budget 	<p>Submit an example of a campaign brief you created for a school assignment.</p>		
<p>Evidence of ability to develop and execute a digital advertising campaign, including:</p>	<p>Developing and executing a digital advertising campaign should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify marketing objectives through environmental and audience analysis • Recognition of both mobile and web platform use, search routes, social media and content marketing, and lead nurturing • Identifies ROI and marketing goals 	<p>Submit an online course certification you took through HootSuite.</p>		
<p>Paid search</p>	<p>Any search process where results are dictated by payment from advertisers.</p>	<p>Submit an example of a paid search you set up for your employer.</p>		



Display advertising	Graphic advertising on Internet websites, apps, or social media through banners or other formats made of text, images, video, and audio.	Submit an example of a brand banner you created for the Facebook page.		
Email marketing	Using email to send advertisements, request business, or solicit sales or donations to potential or current customers.	Submit an example of an email campaign asking for donations for the non-profit organization you volunteer for.		
Evidence of ability to develop and execute a social media marketing campaign, including:	<p>Developing and executing a social media marketing campaign should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify brand goals, marketing strategy, and campaign goals • Identifies target market and appropriate social media channels through supported research • Identifies ROI and uses analytics to provide recommendations 	Submit an example of a social media campaign run for a client project.		
Develop a content calendar	A living document that maps out all the marketing activities, including details, content, and timing, across an organization.	Submit an example of a content calendar developed as part of a school assignment.		
Evidence of ability to develop and manage a website including:	<p>Developing a website should include evidence of...</p> <ul style="list-style-type: none"> • Consideration of website navigation, mobile use, visual design, and information accessibility • Utilization of keyword search and/or search engine optimization (SEO) • Ability to define, measure, manage, and analyze key performance indicators to guide increasingly complex decisions 	Submit an example of a website you developed for your freelance company.		
Evidence of familiarity with				



HTML/CSS/JavaScript				
Evidence of ability to use a content management system				
Optimizing website structure for search	The process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific marketing purpose.	Submit an example of a certification course you took to learn about the keyword search process.		
Creating search-optimized content	The process of improving the quality and quantity of website traffic to a website or web page from search engines.	Submit an example of how SEO was used to increase website traffic for your employer.		
OTHER				
Evidence of ability to manage e-commerce	<p>Managing e-commerce should show evidence of...</p> <ul style="list-style-type: none"> • Use of social media and digital advertising to attract visitors and facilitate purchases online • Optimization of product pages through keywords and search engine optimization methods • Ability to define, measure, manage, and analyze KPIs to guide increasingly complex decisions 	Submit an example of all aspects of a marketing campaign you connected to support e-commerce for your employer.		