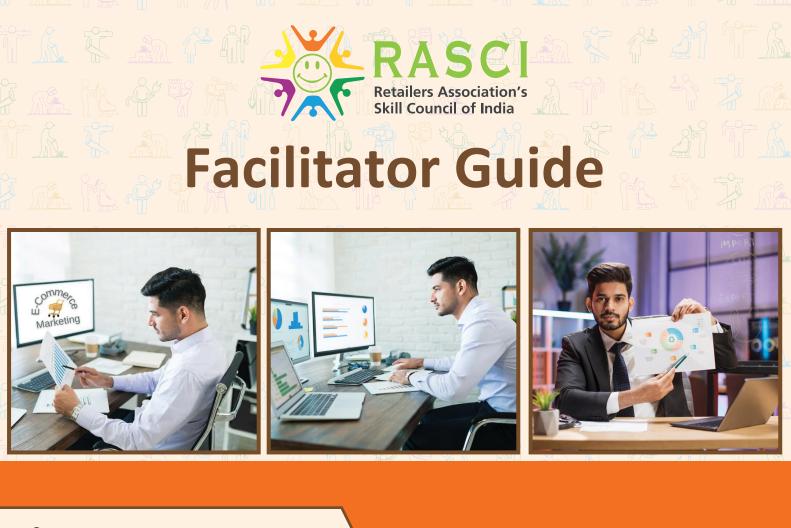




& ENTREPRENEURSHIP



Transforming the skill landscape



Sector Retail

Sub-Sector Marketing

Occupation Sales & Marketing

Reference ID: RAS/Q0606, Version 1.0 NSQF level: 5.5 Marketing Manager (E-commerce) This book is sponsored by Retailers Association's Skill Council of India 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E), Mumbai-400 072 Phone: +91-22-40058210-5 Email: info@rasci.in Website: www.rasci.in

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Shri Narendra Modi Prime Minister of India



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The preparation of this guidebook would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

### About this Guide -

The Facilitator Guide is designed for the Trainers to enable training for a specific job role and enhance the quality of executing the training program. This particular Facilitator Guide is designed for enabling the training program for the job role of "Marketing Manager (E-commerce) " in the Retail Sector.

This course is aligned to Qualification Pack, Marketing Manager (E-commerce), Reference ID: RAS/Q0606

This Qualification pack is developed by Retail Sector Skills Council of India. This course encompasses all 7 National Occupational Standards (NOS).

Each unit starts with learning objectives, followed by relevant activities and corresponding training methodology. Upon successful completion of this course, the participant will be able to:

- 1. RAS/N0613: Develop an e-commerce strategy
- 2. RAS/N0614: Design an e-commerce website
- 3. RAS/N0615: Prepare, monitor, and review a digital marketing plan
- 4. RAS/N0616: Develop a Social Media Strategy
- 5. RAS/N0617: Develop online customer service standards
- 6. RAS/N0142: To provide leadership for your team
- 7. DGT/VSQ/N0103: Employability Skills (90 Hours)

Besides, it has been endeavored to follow the facilitator guide guidelines prescribed by the National Skill Development Corporation.



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https://www.skillindiadigital.gov.in/content/list

Scan the QR code below to access the ebook



#### 17. Annexures

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RETAILERS ASSOCIATION'S Skill Council of India

# 1. Planning an E-commerce Strategy and Website

Unit 1.1: Understanding E-Commerce and Its Business Impact

Unit 1.2: Risk Management, Security, and Financial Considerations in E-Commerce

Unit 1.3: Planning E-commerce Website Development





## Key Learning Outcomes

### At the end of this module, the trainee will be able to:

- 1. Explain the business ecosystem within e-commerce environment
- 2. Explain the features, benefits, and limitations of technologies of e-commerce
- 3. Explain the business implications of e-commerce solutions
- 4. Evaluate and propose an e-commerce solution for a business activity

### Unit 1.1: Understanding E-Commerce and Its Business Impact

Unit Objectives

#### At the end of this unit, the trainee will be able to:

- 1. Describe e-commerce activities used by businesses
- 2. Explain differences between e-commerce and traditional retail
- 3. Describe the impact of e-commerce on society
- 4. Analyse impacts of introducing e-commerce to a business
- 5. Explain the advantages and disadvantages of e-commerce to customers
- 6. Describe customer experience of e-commerce technologies

## - Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## - Do 🗸

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

## Say 🔎

- Start the class by saying, "This training program is developed to impart specific knowledge and skills relevant to the job required to be performed as a "Marketing Manager (E-commerce) ", in the "Retail" Sector/Industry."
- Talk about the Qualification Pack (QP), and the National Occupational Standards (NOS).
- List the compulsory NOSs to the QP " Marketing Manager (E-commerce)".
- Say, "Before we start the program let's play a small game".

# \_ Group Activity 🔛

Objective	The purpose of this activity is to connect with the course mates	
Materials required	Book (for passing)	
Steps/procedure	<ol> <li>Welcome the new participants by giving their own introduction</li> <li>Make the participants stand in a circle, close enough to the person on each side of them so that they can pass the book quickly.</li> <li>Say 'Stop' when it is least expected. At that time, the participant holding the book introduces himself/herself while saying his/her name and a little addition- al information such as favourite hobbies, where they stay, their favourite sub- ject, etc.</li> <li>The winner of the game should stand and introduce himself/herself at the end of the game.</li> <li>At last, thank the participants for their participation.</li> </ol>	
Conclusion / what	This activity helps the participants to know each other and allows them to feel com-	
has been achieved	<b>d</b> fortable.	



- Explain the following topics:
  - o E-commerce Activities Used by Businesses Refer to PH Table.1.1
    - o E-commerce Activities Used by Businesses Refer to PH Fig.1.1
    - o Features, Benefits, and Limitations of E-commerce Technologies
  - o E-commerce v/s Traditional Retail Refer to PH Table.1.2
  - o Impact of E-commerce on Society Refer to PH Table.1.3
- Ask
  - Who are the key stakeholders in the e-commerce ecosystem?
  - Can you give three examples of online marketplaces?
  - What are the limitations of e-commerce technologies?
  - How has e-commerce improved accessibility?
  - What are email campaigns used for in e-commerce?

### – Notes for Facilitation 🛽

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

- Elaborate 塗

- Elaborate on the following topics:
  - o Impacts of Introducing E-commerce to a Business Refer to PH Table.1.4
  - o Advantages and Disadvantages of E-commerce to Customers Refer to PH Fig.1.2
  - o Customer Experience of E-commerce Technologies Refer to PH Fig.1.3

- Say 뎥

"Let us proceed with an activity to help participants understand the benefits and challenges of e-commerce for customers."

Objective	The purpose of this activity is to help participants understand the benefits and chal- lenges of e-commerce for customers.
Materials required	<ul> <li>Presentation slides on e-commerce</li> <li>Handouts with advantages and disadvantages</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of e-commerce and its growing impact on consumer shopping behavior.</li> <li>Discuss the advantages of e-commerce for customers:         <ul> <li>Convenience: Shop anytime, anywhere.</li> <li>Variety: Access to a wide range of products.</li> <li>Price Comparison: Easy to compare prices and find the best deals.</li> <li>Discounts &amp; Offers: Frequent promotions and cashback deals.</li> <li>Home Delivery: Products delivered to the doorstep.</li> </ul> </li> <li>Discuss the disadvantages of e-commerce for customers:         <ul> <li>No Physical Inspection: Can't touch or try the product before buying.</li> <li>Delivery Issues: Delays or incorrect items received.</li> <li>Cybersecurity Risks: Potential for fraud, scams, and data breaches.</li> <li>Return &amp; Refund Challenges: Complicated return policies and delays in refunds.</li> </ul> </li> <li>Divide participants into two groups—one supporting e-commerce and the other opposing it.</li> <li>Ask each group to list their arguments and present their viewpoints in a short debate.</li> <li>Facilitate a discussion on how e-commerce companies can improve customer experience while addressing challenges.</li> </ol>
Conclusion / What has been achieved	This activity helps participants gain a balanced understanding of how e-commerce benefits customers and the potential downsides they should be aware of.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask

- What is a drawback of customer experience in e-commerce?
- How does technology benefit e-commerce?
- What is a challenge in supply chain management for e-commerce?
- How does e-commerce impact a business?

### – Notes for Facilitation 🛽

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize

•



- Prepare a list of participants' doubts if they have any. Encourage them to ask questions.
- Answer their queries.

# Unit 1.2: Risk Management, Security, and Financial Considerations in E-Commerce

### Unit Objectives 6

- 1. Discuss the contingency and risk mitigation strategies that need to be adopted into e-commerce strategy
- 2. Describe features of technology that support secure management of data
- 3. Describe the current legislation and legal requirements related to online purchasing and e-commerce
- 4. Explain the financial implications to a business of implementing e-commerce systems

### - Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### - Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🔎

• "Let us understand and learn about risk management, security, and financial considerations in e-commerce."

## 🖵 Explain 🖹

- Explain the following topics:
  - Contingency and Risk Mitigation Strategies to be Adopted into E-commerce Strategy Refer to PH Fig.1.4
  - o Features of Technology that Support Secure Management of Data Refer to PH Fig.1.5
  - o Current Legislation and Legal Requirements Related to Online Purchasing and E-commerce
    - o Key Features related to E-Commerce Legislation- Refer to PH Fig.1.6
    - o Laws and Regulations Related to Online Purchasing and E-commerce Refer to PH Fig.1.7
  - o Financial Implications to a Business on Implementing E-commerce Systems Refer to PH Fig.1.8



• Conduct an activity to help participants understand the legal framework governing online purchasing and e-commerce transactions.

Objective	The purpose of this activity is to help participants understand the legal framework governing online purchasing and e-commerce transactions.
Materials required	<ul> <li>Presentation slides on e-commerce laws and consumer rights</li> <li>Handouts with key legal provisions</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of laws in protecting both consumers and businesses in e-commerce transactions.</li> <li>Discuss key legal aspects of online purchasing, such as:         <ul> <li>Consumer Protection Laws: Rights related to refunds, returns, warranties, and dispute resolution.</li> <li>Data Privacy Laws: Protection of customer information under regulations like GDPR (Global) and IT Act (India).</li> <li>Cybersecurity Laws: Protection against fraud, phishing, and identity theft.</li> <li>Taxation and Compliance: GST and international tax regulations on e-com- merce purchases.</li> <li>Terms &amp; Conditions and Seller Liabilities: Rules that sellers must follow, in- cluding fair pricing and transparency.</li> </ul> </li> <li>Present real-life case studies where e-commerce legal regulations helped re- solve disputes or prevent fraud.</li> <li>Divide participants into small groups and provide each group with a case sce- nario involving an online transaction issue (e.g., product not delivered, incorrect charge, or data breach).</li> <li>Ask groups to identify which legal rights apply and how the issue should be re- solved.</li> <li>Groups present their findings, followed by a discussion on how consumers and businesses can stay legally compliant.</li> </ol>
Conclusion / What has been achieved	

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

- Ask ask
  - Why is contingency and risk mitigation important in e-commerce?
  - How can data loss be prevented in e-commerce?
  - What strategies help prevent payment fraud in e-commerce?
  - How should businesses communicate during crises?
  - Define encryption.

### – Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o AI-Powered Personalization & Customer Experience Technologies
    - o AI-Powered Personalization Enhancing Customer Experience- Refer to PH Table.1.5
    - o Cybersecurity Breaches & Risk Mitigation Strategies- Refer to PH Table.1.6 and Table 1.7
    - o Comparative Global Compliance Frameworks (GDPR vs. Indian IT Act) Refer to PH Table.1.8



- How does AI improve personalization in e-commerce?
- What is AI-based recommendation in e-commerce?
- How does Flipkart use AI chatbots?
- What is the purpose of AR/VR product previews?

### - Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

# Summarize 퇻

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### Unit 1.3: Planning E-commerce Website Development

## Unit Objectives 🧭

At the end of this unit, the trainee will be able to:

- 1. Explain features of an e-commerce website required by businesses
- 2. Describe solutions available to develop e-commerce websites
- 3. Explain technical considerations and for e-commerce website development

## - Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## – Say 뎍

 "Let's explore the essential features needed for an e-commerce website, available solutions for development, and the technical considerations to keep in mind when creating an effective online platform for business."

## – Explain 🖺

- Explain the following topics:
  - o Features of an E-commerce Website Required for Businesses- Refer to PH Fig.1.9
  - o Solutions Available to Develop E-commerce Websites Refer to PH Fig.1.10
  - Technical Considerations for E-commerce Website Development Refer to PH Fig.1.11
     Evaluating and Proposing an E-commerce Solution for a Business Activity
  - o SEO, Analytics, Testing Frameworks & Emerging Search Technologies
    - o SEO & Analytics Tools for Tracking User Behavior and A/B Testing & Post-Launch Monitoring for E-Commerce– Refer to PH Table.1.9 and Table .1.10
    - o Voice & Visual Search Features in E-Commerce– Refer to PH Table.1.11 and Table.1.12



Conduct an activity to help participants understand the essential features an e-commerce website must have to support business success.

Objective	The purpose of this activity is help participants understand the essential features ar e-commerce website must have to support business success.
Materials required	<ul> <li>Presentation slides on e-commerce website features</li> <li>Handouts with a checklist of essential features</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Begin by discussing why businesses need an e-commerce website and how i benefits them.</li> <li>Highlight the key features an e-commerce website must have:         <ul> <li>User-Friendly Interface: Easy navigation and search functionality.</li> <li>Mobile Responsiveness: Website should work seamlessly on all devices.</li> <li>Secure Payment Gateway: Integration of multiple payment options with se curity measures.</li> <li>Product Listings &amp; Categorization: Clear descriptions, high-quality images and organized categories.</li> <li>Shopping Cart &amp; Checkout Process: A smooth and easy checkout experience</li> <li>Customer Reviews &amp; Ratings: Helps build trust and credibility.</li> <li>Order Tracking &amp; Customer Support: Real-time tracking and support through chat, email, or phone.</li> <li>SEO &amp; Marketing Tools: Features like discount coupons, email marketing and social media integration.</li> </ul> </li> <li>Show examples of well-designed e-commerce websites and discuss thei strengths.</li> <li>Divide participants into small groups and ask them to create a mock e-com merce website outline, listing the key features they would include.</li> <li>Each group presents their website idea and justifies the features they selected.</li> <li>Facilitate a discussion on how these features impact user experience and busi ness growth.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain insights into essential e-commerce website features that help businesses attract and retain customers.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask

- Why is payment integration important?
- How do analytics and reporting help an e-commerce business?
- Which hosted platforms are commonly used for e-commerce?
- What does A/B testing do for an e-commerce website?
- Define augmented reality (AR) search.

### - Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize 2

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## - Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple-choice Questions:
  - 1. Digital Marketing
  - 2. Limited product selection
  - 3. Live chat support
  - 4. Two-factor authentication (2FA)
  - 5. Delayed delivery
- Answer the following questions:
  - Discuss the impact of e-commerce on traditional retail businesses and the challenges it poses. Hint: Refer to 1.1.3 in the participant handbook
  - 2. Explain the concept of 'customer experience' in the context of e-commerce. Hint: Refer to 1.1.6 in the participant handbook

- **3.** What are some key technical aspects to consider when developing an e-commerce website? Hint: Refer to 1.3.3 in the participant handbook
- 4. What are the key differences between open-source platforms and hosted platforms in e-commerce website development?

Hint: Refer to 1.3.2 in the participant handbook

Discuss the financial implications of implementing an e-commerce system for a business.
 Hint: Refer to 1.2.4 in the participant handbook

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=1VaDQp4wHSk

Difference Between Ecommerce and Traditional Commerce | Ecommerce vs Traditional Commerce https://www.youtube.com/watch?v=li8unk4uu2U

The impact of the rise of e-commerce on traditional retail businesses –











# 2. Designing an E-commerce Strategy and Website

Unit 2.1: Fundamentals of E-commerce Design and Best Practices Unit 2.2: User Experience, Functionality, and Content Integration Unit 2.3: Performance, Analytics, and E-commerce Strategy Evaluation



## Key Learning Outcomes

### At the end of this module, the trainee will be able to:

- 1. Explain the principles of a web-based user experience
- 2. Explain how website elements affect user behaviour
- 3. Analyse user requirements
- 4. Propose an e-commerce web site design
- 5. Evaluate the contribution of a website's information architecture to the user experience

# Unit 2.1: Fundamentals of E-commerce Design and Best Practices

## Unit Objectives 6

### At the end of this unit, the trainee will be able to:

- 1. Describe the key elements of e-commerce design
- 2. Discuss the elements of industry best practice in e-commerce design
- 3. Describe the types of testing and its role in e-commerce design
- 4. List the common site development terminology related to e-commerce site design and usability
- 5. Explain the interface specifications for e-commerce and their role in improved site usability

## – Resources to be Used 🤷

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗸

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

## – Say 🖻

• Start the class by saying, "This unit will help you to understand the key elements of e-commerce design, industry best practices, and the role of testing in optimizing usability. We'll also cover essential development terminology and interface specifications for an effective e-commerce experience."

# – Explain 🚏

- Explain the following topics:
  - o Key Elements of E-commerce Design Refer to PH Table.2.1
  - o Elements of Industry Best Practice in E-commerce Design- Refer to PH Table.2.2
    - o AI-Driven Features, UX Design, Accessibility & Performance Metrics Refer to PH Table.2.3-Table.2.8
    - o Website Elements and Their Impact on User Behaviour
    - o UX Optimization, Trust Signals & Conversion Strategies- Refer to PH Table.2.9- Table.2.16

- Do 🗠

• To conduct an activity to help participants understand how different website elements influence user behavior and engagement.

Objective	The purpose of this activity is to help participants understand how different website elements influence user behavior and engagement.		
Materials required	<ul> <li>Presentation slides on website elements</li> <li>Case study examples</li> <li>Whiteboard and markers</li> </ul>		
Steps/procedure	<ol> <li>Introduce the importance of website design in shaping user behavior.</li> <li>Discuss key website elements and their impact on users:         <ul> <li>Navigation &amp; Layout: A well-structured menu improves ease of use.</li> <li>Loading Speed: Faster websites reduce bounce rates.</li> <li>Color Scheme &amp; Visual Appeal: Affects mood and engagement.</li> <li>Call-to-Action (CTA) Buttons: Encourages conversions (e.g., "Buy Now" or "Sign Up").</li> <li>Mobile Responsiveness: Ensures accessibility across devices.</li> <li>Content &amp; Readability: High-quality, easy-to-read content builds trust.</li> <li>Trust Signals: Reviews, security badges, and contact details increase credibility.</li> </ul> </li> <li>Show examples of effective and poorly designed websites, analyzing their impact on user behavior.</li> <li>Divide participants into small groups and provide them with different website screenshots.</li> <li>Ask each group to identify elements that enhance or hinder user experience.</li> <li>Groups present their findings, followed by a discussion on best practices.</li> </ol>		
Conclusion / What has been achieved	This activity will help participants understand how website elements affect user be- havior and how to optimize them for better engagement.		

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- What is the principle of simplicity in web-based UX?
- Why are security features important for e-commerce?
- How does a streamlined checkout process reduce cart abandonment?
- What does Amazon Alexa integration do for shopping?

### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate 🗄

- Elaborate on the following topics:
  - o Types of Testing and its Role in E-commerce Design Refer to PH Fig.2.1 and Fig.2.2
  - Common Site Development Terminology Related to E-commerce Site Design and Usability Refer to PH Fig.2.3- and Fig.2.5
  - Interface Specifications for E-Commerce and Their Role in Improved Site Usability Refer to PH Fig.2.6
    - o Role of Interface specifications in Improved Site Usability



• "Let's start with an activity to help participants understand different types of testing in e-commerce design and their importance in ensuring a seamless user experience."

Objective	The purpose of this activity is to help participants understand different types o testing in e-commerce design and their importance in ensuring a seamless user experience.
Materials required	<ul> <li>Presentation slides on types of e-commerce testing</li> <li>Case study examples</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of testing in e-commerce to ensure functionality, security, and user satisfaction.</li> <li>Discuss key types of testing in e-commerce design:         <ul> <li>Functional Testing: Ensures features like product search, cart, and checkou work correctly.</li> <li>Usability Testing: Evaluates user-friendliness and navigation ease.</li> <li>Performance Testing: Checks website speed, loading time, and scalability.</li> <li>Security Testing: Ensures protection of user data and transactions.</li> <li>Compatibility Testing: Verifies proper display on different devices and brows ers.</li> <li>A/B Testing: Compares different design versions to improve conversion rates.</li> </ul> </li> <li>Show examples of successful e-commerce websites that use effective testing strategies.</li> <li>Divide participants into small groups and provide them with a scenario of an e-commerce website facing issues (e.g., slow checkout, high bounce rates).</li> <li>Ask each group to identify which type of testing would help resolve the issue and explain why.</li> <li>Groups present their solutions, followed by a discussion on best practices.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand various types of testing and their role in optimizing e-commerce websites for performance and user satisfaction.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# - Ask ask

- How can testing be incorporated in early design stages?
- Define pre- launch testing.
- Why is payment gateway testing important?
- What does compatibility testing check?

## - Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

### Summarize



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. ٠

### Unit 2.2: User Experience, Functionality, and Content Integration

## - Unit Objectives 🧕

### At the end of this unit, the trainee will be able to:

- 1. Explain the factors of customer buying preferences and their impact on site design
- 2. Describe the design features that aid in achieving usability and functionality across devices
- 3. Discuss the factors impacting ease of operation of a site
- 4. Explain the significance of relationships between content and site design
- 5. Explain the importance and application of consistency in content styling and design
- 6. Explain the role of an organisational content style guide in designing e-commerce sites

## - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## - Do 🗸

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

## Say 🦻

• "Let's discuss customer buying preferences and how they influence site design, design features that ensure usability across devices, and factors that impact ease of operation. We'll also cover the relationship between content and design, the importance of consistency, and the role of a content style guide in e-commerce site design."

### – Explain 🕎

- Explain the following topics:
  - o Factors of Customer Buying Preferences and Their Impact on Site Design-Refer to PH Fig.2.7
  - o Design Features that Aid in Achieving Usability and Functionality Across Devices- Refer to PH Fig.2.8
  - Factors Impacting Ease of Operation of a Site- Refer to PH Fig.2.9
     Impact on User Experience- Refer to PH Fig.2.10
  - o Significance of Relationships Between Content and Site Design- Refer to PH Table.2.17
    - o Key Practices to Strengthen Content-Site Design Relationship- Refer to PH Fig.2.11

## – Do 🗸

• To conduct an activity to help participants understand how content and site design work together to enhance user experience and engagement.

- Activity	E.	

Objective	The purpose of this activity is to help participants understand how content and site design work together to enhance user experience and engagement.
Materials required	<ul> <li>Presentation slides on content strategy and website design</li> <li>Examples of well-designed and poorly designed websites</li> <li>Whiteboard and markers</li> <li>Handouts with key content and design principles</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of content and site design in creating an engaging e-commerce experience.</li> <li>Explain key relationships between content and design:         <ul> <li>Visual Hierarchy: How layout, typography, and colors guide user attention.</li> <li>Readability &amp; Accessibility: Ensuring content is easy to read and navigate.</li> <li>SEO Optimization: Structuring content for better search rankings.</li> <li>User Engagement: Using images, videos, and interactive elements effectively.</li> <li>Mobile Responsiveness: Ensuring content adapts well to different screen sizes.</li> </ul> </li> <li>Show real-world examples of effective vs. ineffective e-commerce websites and discuss their impact on user behavior.</li> <li>Divide participants into small groups and provide them with a sample product page layout.</li> <li>Ask each group to suggest improvements in content placement, images, headlines, and call-to-action (CTA) buttons for better engagement.</li> <li>Groups present their revised layouts and explain their design choices.</li> <li>Discuss best practices for maintaining a balance between content and design in e-commerce.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the interdependence of content and design in e-commerce and how to optimize them for better user engagement.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask

- How does consistent navigation benefit users?
- What factors impact the ease of operating an e-commerce website?
- How can security and trust be established?
- Why is minimalist design preferred?

### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate 🖉

- Elaborate on the following topics:
  - Importance and Application of Consistency in Content Styling and Design- Refer to PH Fig.2.12
     Application of Consistency in Content Styling and Design
  - o Role of Organisational Content Style Guide in Designing E-commerce Sites- Refer to PH Fig.2.13
    - o Proposing an E-Commerce Website Design
  - o Case Studies on Successful E-Commerce Platforms & Payment Innovations
    - o AI/ML-Driven Testing Platforms for E-Commerce- Refer to PH Table.2.18
    - o Emerging Payment Models & Fintech Innovations- Refer to PH Table.2.19



• "Let's start with an activity to help participants understand the key elements of an effective e-commerce website and develop a basic design proposal."

Objective	The purpose of this activity is to help participants understand the key elements of an effective e-commerce website and develop a basic design proposal.
Materials required	<ul> <li>Presentation slides on e-commerce website components</li> <li>Whiteboard and markers</li> <li>Chart papers and sketch pens (for mock designs)</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of e-commerce website design and its importance in user experience and sales conversion.</li> <li>Discuss key website components, including:         <ul> <li>Homepage &amp; Navigation: Clear menus and categories for ease of use.</li> <li>Product Pages: High-quality images, descriptions, pricing, and reviews.</li> <li>Shopping Cart &amp; Checkout: Simple, secure, and quick checkout process.</li> <li>Search &amp; Filters: Helps users find products easily.</li> <li>Mobile Responsiveness: Ensures accessibility on all devices.</li> <li>Trust Signals: Secure payment options, testimonials, and return policies.</li> </ul> </li> <li>Show examples of well-designed e-commerce websites and discuss their effectiveness.</li> <li>Divide participants into small groups and assign them the task of designing a basic e-commerce website layout for a chosen product category (e.g., fashion, electronics, books).</li> <li>Each group sketches a wireframe of their website, highlighting key elements.</li> <li>Groups present their designs, explaining their choices and how they enhance user experience.</li> <li>Facilitate a discussion on best practices and areas for improvement.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the core principles of e-commerce website design and develop a basic layout proposal.

Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# - Ask (ask)

- How does a style guide improve user experience?
- Why is consistency in content styling and design important for e-commerce platforms?
- How do digital wallets improve e-commerce transactions?
- What innovation does Nykaa use for beauty product trials?

## – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize 2



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. ٠
- Answer their queries. ٠

# Unit 2.3: Performance, Analytics, and E-commerce Strategy Evaluation

### Unit Objectives 🧭

At the end of this unit, the trainee will be able to:

- 1. Discuss the role of data analytics in informing website design
- 2. Explain the importance of website customer purchase flows, payment gateways and their significance in e-commerce
- 3. List the methods along with their purpose for tracking and reporting on purchase flows
- 4. Explain the elements of performance indicators used to evaluate e-commerce strategy and the e-commerce website

## - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

#### – Do 🗹

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.



 "Let's dive into the key aspects of leveraging data analytics for website design, optimizing customer purchase flows, and payment gateways in e-commerce. We'll also cover tracking methods, performance indicators, and strategies to evaluate and enhance your e-commerce website's success. This session will provide a comprehensive understanding of optimizing an e-commerce website for efficiency and success."

# - Explain 🖞

0

- Explain the following topics:
  - Role of Data Analytics in Informing Website Design Refer to PH Fig.2.14
  - o Key Metrics and Tools Used in Data Analytics for Website Design
  - o Analyzing User Requirements
  - o Importance of Website Customer Purchase Flows, Payment Gateways and Their Significance in E-commerce Refer to PH Fig.2.15 and Fig.2.16
    - o Significance in E-commerce
  - o Methods and Their Purpose for Tracking and Reporting on Purchase Flows Refer to PH Fig.2.17
    - o Important considerations when tracking purchase flows
    - o Elements of Performance Indicators Used to Evaluate E-commerce Strategy and E-commerce Website- Refer to PH Fig.2.18

#### - Do 🗹

• To conduct an activity to help participants understand essential website performance metrics and the tools used for data analytics in website design.

Objective	The purpose of this activity is to help participants understand essential website per- formance metrics and the tools used for data analytics in website design.
Materials required	<ul> <li>Presentation slides on website analytics</li> <li>Examples of analytics dashboards (Google Analytics, Hotjar, etc.)</li> <li>Handouts with key metrics definitions</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of data analytics in website design and user experience optimization.</li> <li>Explain key metrics used in website analytics:         <ul> <li>Traffic Metrics: Page views, unique visitors, bounce rate.</li> <li>User Engagement: Average session duration, click-through rates (CTR), heatmaps.</li> <li>Conversion Metrics: Conversion rate, cart abandonment rate, goal completions.</li> <li>SEO Metrics: Organic search traffic, keyword rankings, backlinks.</li> </ul> </li> <li>Introduce popular tools used for website analytics:         <ul> <li>Google Analytics: Tracks visitor behavior and traffic sources.</li> <li>Hotjar: Provides heatmaps and session recordings.</li> <li>Google Search Console: Helps monitor search performance.</li> <li>Ahrefs / SEMrush: SEO and keyword tracking tools.</li> </ul> </li> <li>Show a demo of an analytics dashboard and how to interpret basic data.</li> <li>Divide participants into small groups and give them a scenario (e.g., an e-commerce website with high bounce rates).</li> <li>Ask each group to analyze potential reasons based on the given metrics and suggest improvements.</li> <li>Groups present their findings and proposed solutions.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain knowledge of key website analytics metrics and tools, helping them make data-driven design decisions.

#### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### - Ask ask

- How does data analytics validate design changes?
- Which tools are used in website analytics?
- Can you name three methods to collect user feedback?
- How is average order value (AOV) useful?
- What are key traffic metrics in e-commerce analytics?

#### – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize 2

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### - Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 2.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple-choice Questions:
  - 1. To ensure a smooth, user-friendly, and conversion-optimized shopping experience
  - 2. Breadcrumbs and search features
  - 3. Myntra
  - 4. By tracking and addressing checkout drop-offs
  - 5. Paytm Mall

- Answer the following questions:
  - 1. What are the fundamental elements of effective e-commerce design? Hint: Refer to 2.1.1 in the participant handbook
  - 2. How does the relationship between content and site design influence user engagement? Hint: Refer to 2.1.2 in the participant handbook
  - **3.** Why is A/B testing important in optimizing e-commerce site performance? Hint: Refer to 2.2.7 in the participant handbook
  - **4.** What are the key interface specifications that enhance e-commerce site usability? Hint: Refer to 2.1.5 in the participant handbook
  - 5. Explain the methods and their purpose for tracking and reporting on purchase flows. Hint: Refer to 2.3.3 in the participant handbook

Scan the QR codes or click on the link to watch the related videos





https://www.youtube.com/watch?v=9EPTM91TBDU

Importance and Application of Consistency in Content Styling and Design-

https://www.youtube.com/watch?v=mPiWWnJsVGw

Elements of Performance Indicators Used to Evaluate E-commerce Strategy and E-commerce Website



https://www.youtube.com/watch?v=pdWnyhzD1I8

Importance of Website Customer Purchase Flows, Payment Gateways and Their Significance in E-commerce



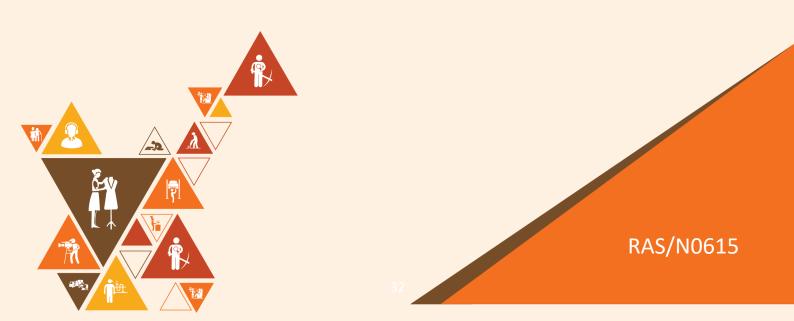






# 3. Ethics and Legalities of Digital Marketing

Unit 3.1 Ethics, Legal and Regulatory Requirements for Digital Marketing



# Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain the implications of ethics to digital marketing
- 2. Explain the effect of legal and regulatory requirements on digital marketing

# Unit 3.1 Ethics, Legal and Regulatory Requirements for Digital Marketing

#### - Unit Objectives 🧕

At the end of this unit, the trainee will be able to:

- 1. Explain the fundamental principles of ethical behaviour
- 2. Review the ethics of own behaviour
- 3. Explain current and emerging concerns and expectations that are relevant to digital marketing
- 4. Evaluate the ethics of digital marketing campaigns
- 5. Explain the impact of regulatory requirements on digital marketing
- 6. Explain impact of legal issues on digital marketing
- 7. Explain methods to ensure digital marketing activities are compliant with legal and regulatory requirements
- 8. Explain the consequences of illegal practices in digital marketing

### - Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.



- "Let's embark on a journey to understand the core principles of ethical behavior, evaluate our own actions, and understand the ethical concerns and expectations in digital marketing. We'll also discuss the impact of legal and regulatory requirements, ensuring compliance, and the consequences of illegal practices in digital marketing campaigns."
- Let us study in detail."

# – Explain 🎬

- Explain the following topics:
  - o Fundamental Principles of Ethical Behaviour- Refer to PH Fig.3.1
  - o Ethics of Own Behaviour- Refer to PH Table.3.1
  - o Current and Emerging Concerns and Expectations Relevant to Digital Marketing- Refer to PH Table.3.2
    - o Current and Emerging Concerns and Expectations Relevant to Digital Marketing
    - o Overview of Global Data Privacy Laws & Indian Equivalents- Refer to PH Table.3.3
    - o Consequences of Non-Compliance and Global Trends
  - o Ethics of Digital Marketing Campaigns- Refer to PH Fig.3.2

#### – Do 🗸

• Conduct an activity to help participants understand the ethical considerations in digital marketing campaigns and how to apply them effectively.

Objective	The purpose of this activity is to help participants understand the ethical consider ations in digital marketing campaigns and how to apply them effectively.
Materials required	<ul> <li>Presentation slides on ethical digital marketing</li> <li>Case studies of ethical and unethical marketing practices</li> <li>Handouts with key ethical guidelines</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of ethics in digital marketing and its impact on brand reputation and customer trust.</li> <li>Explain key ethical principles in digital marketing:         <ul> <li>Transparency: Honest advertising and avoiding misleading claims.</li> <li>Privacy &amp; Data Protection: Respecting customer data and complying with laws (GDPR, CCPA).</li> <li>Fair Competition: Avoiding deceptive tactics like fake reviews or false claims</li> <li>Consent &amp; Permission: Ethical email marketing and ad targeting practices.</li> <li>Social Responsibility: Avoiding offensive or manipulative content.</li> </ul> </li> <li>Present real-life case studies of both ethical and unethical digital marketing campaigns.</li> <li>Divide participants into small groups and provide each group with a marketing scenario.</li> <li>Ask each group to identify ethical concerns and suggest an alternative ethica approach.</li> <li>Groups present their findings and recommendations.</li> <li>Facilitate a discussion on best practices for ensuring ethical marketing.</li> </ol>

Conclusion / WhatThis activity will help participants develop an awareness of ethical considerations in<br/>digital marketing and learn how to apply them in real-world campaigns.

## Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### – Ask 🖾

- What does integrity in marketing involve?
- How does fairness apply in marketing?
- Why is privacy and data protection a major concern in digital marketing?
- What are key ethical considerations in digital marketing campaigns?
- Define GDPR.

#### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### -Elaborate

- Elaborate on the following topics:
  - o Impact of Regulatory Requirements on Digital Marketing- Refer to PH Fig.3.3
  - o Impact of Legal Issues on Digital Marketing- Refer to PH Fig.3.4
  - o Methods to Ensure Digital Marketing Activities are Compliant with Legal and Regulatory Requirements- Refer to PH Fig.3.5
  - o Consequences of Illegal Practices in Digital Marketing- Refer to PH Fig.3.6
    - o Case Studies on Legal Violations & Ethical Marketing in India
    - o Impact of Legal & Ethical Violations in Digital Marketing Refer to PH Table.3.4
    - Ethical Decision-Making in Digital Marketing and AI & Ethical Concerns in Digital Marketing– Refer to PH Table.3.5



• Let us now engage in an activity to help participants understand the consequences of legal and ethical violations in digital marketing and their impact on businesses and consumers."

Objective	The purpose of this activity is to help participants understand the consequences of legal and ethical violations in digital marketing and their impact on businesses and consumers.
Materials required	<ul> <li>Presentation slides on legal and ethical violations</li> <li>Case studies of companies facing legal actions due to unethical practices</li> <li>Handouts with key laws (GDPR, CCPA, FTC guidelines)</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of legal and ethical compliance in digital marketing.</li> <li>Explain common violations, such as:         <ul> <li>False advertising: Misleading product claims.</li> <li>Data privacy breaches: Unauthorized data collection and misuse.</li> <li>Copyright infringement: Using copyrighted content without permission.</li> <li>Spam &amp; deceptive email marketing: Sending unsolicited emails or fake promotions.</li> <li>Manipulative advertising: Fake reviews, hidden fees, or dark patterns.</li> </ul> </li> <li>Present case studies of companies that faced fines or lawsuits for unethical digital marketing practices.</li> <li>Divide participants into small groups and provide a case study of a legal or ethical violation.</li> <li>Ask each group to identify the violations, discuss the consequences, and suggest how the company could have avoided them.</li> <li>Groups present their findings and alternative ethical approaches.</li> <li>Facilitate a discussion on best practices to ensure compliance with legal and ethical standards.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the risks of legal and ethical violations in digital marketing and learn best practices for compliance.

# – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

- Ask ask

- Why must marketers respect content and intellectual property laws?
- How does consumer protection impact digital marketing?
- How should advertisements promote inclusivity?
- What penalty did fintech firms face for violating India's DPDPA?
- Why must digital marketers avoid defamation and libel?

### - Notes for Facilitation 🗐

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize /

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 3.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple-choice questions.
  - 1. Accountability
  - 2. Fairness
  - 3. Social Responsibility
  - 4. Personalization at Scale
  - 5. Copyright Violations
- Answer the following questions.
  - What are the key principles of ethical behaviour in digital marketing? Hint: Refer to PH section 3.1.1
  - 2. How can illegal practices affect a brand's reputation and financial health? Hint: Refer to PH section 3.1.8
  - **3.** What steps can organizations take to ensure compliance in digital marketing activities? Hint: Refer to PH section 3.1.7

- **4.** Why is it important to resolve legal disputes quickly in the digital marketing space? Hint: Refer to PH section 3.1.6
- 5. How do regulatory requirements shape the use of cookies and tracking technologies? Hint: Refer to PH section 3.1.5

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=uXyT1jCkvMw

Impact of Regulatory Requirements on Digital Marketing https://www.youtube.com/watch?v=Fv3u04mHPGM

Ethics of Digital Marketing Campaigns







Transforming the skill landscape



# 4. Principles of Marketing Plan

Unit 4.1 Developing a Marketing Strategy and Decision-Making Unit 4.2 Risk Assessment and Performance Monitoring in Marketing Unit 4.3 Branding and Consistency in Marketing





# Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain the tenets of a digital marketing plan
- 2. Explain how to ensure consistency in content
- 3. Determine the digital marketing requirement



#### Unit 4.1 Developing a Marketing Strategy and Decision-Making

Unit Objectives

#### At the end of this unit, the trainee will be able to:

- 1. Explain how organisations develop marketing strategies
- 2. Explain the key factors which influence marketing decision making
- 3. Explain methods to assess the risk of competitors to organisational achievement
- 4. Explain the impact of industry dynamics on an organisation

# - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

# – Do 🗸

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

# Say 🔎

 "In today's session, we will explore how organizations develop marketing strategies, the key factors influencing decision-making, methods to assess competitive risks, and the impact of industry dynamics on business success."

# – Explain 🖺

- Explain the following topics:
  - o Ways Organisations Develop Marketing Strategies- Refer to PH Fig.4.1
  - o Key Factors Influencing Marketing Decision-Making– Refer to PH Fig.4.2
  - Methods to Assess the Risk of Competitors to Organisational Achievement
     – Refer to PH Fig.4.3
     Legal & Ethical Considerations in Marketing- Refer to PH Table.4.1 Table.4.3
  - o Impact of Industry Dynamics on an Organisation
    - o Technological Advancements & Global Industry Trends– Refer to PH Table.4.4 Table.4.7



Conduct an activity to help participants understand the key factors that impact marketing decisions and how to apply them effectively.

Objective	The purpose of this activity is to help participants understand the key factors that impact marketing decisions and how to apply them effectively.
Materials required	<ul> <li>Presentation slides on marketing decision-making factors</li> <li>Case studies of successful marketing strategies</li> <li>Handouts with key decision-making factors</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of marketing decision-making and its role in business success.</li> <li>Explain key factors influencing marketing decisions:         <ul> <li>Consumer behavior: Understanding customer needs, preferences, and buying patterns.</li> <li>Market trends: Analyzing industry trends and competitor strategies.</li> <li>Budget constraints: Allocating resources effectively for maximum ROI.</li> <li>Technological advancements: Leveraging digital tools, AI, and automation.</li> <li>Regulatory environment: Compliance with legal and ethical standards.</li> <li>Brand positioning: Differentiating from competitors to build a strong brand identity.</li> <li>Distribution channels: Selecting the right platforms for reaching customers.</li> </ul> </li> <li>Present real-life case studies showcasing how companies make marketing decisions.</li> <li>Divide participants into small groups and provide them with a business scenario.</li> <li>Ask each group to analyze the scenario and identify the most critical factors influencing their marketing strategy.</li> <li>Groups present their findings and justify their decision-making process.</li> <li>Facilitate a discussion on how different industries prioritize marketing factors.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain insights into key marketing decision-making factors and learn how to apply them in real-world scenarios.

# - Tips 👤

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

- Ask
  - What is market research in marketing strategy development?
  - How do companies identify their target market? •
  - Define porter's five forces analysis. •
  - Why should businesses invest in innovation ecosystems?
  - What impact does AI have on supply chain optimization? •

# - Notes for Facilitation

- Allow one or two students to answer the questions. •
- Write down the correct answer on the board.

#### Summarize 2



- Summarize the session. •
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Unit 4.2 Risk Assessment and Performance Monitoring in Marketing

#### Unit Objectives 🥝



#### At the end of this unit, the trainee will be able to:

- 1. Discuss the methods to evaluate the risks to implementation of a marketing plan
- 2. Explain how to set key performance indicators (KPIs)
- 3. Explain how marketing plans are monitored and evaluated
- 4. List monitoring arrangements that can identify variances from targets and expectations

# Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

# Sav

- "Let us gain knowledge and learn about the methods to evaluate the risks to the implementation of a marketing plan."
- "Evaluating the risks associated with the implementation of a marketing plan is crucial to ensure the plan's success and mitigate potential setbacks."
- "Later we'll explore how to set key performance indicators (KPIs), monitor and evaluate marketing plans, and identify arrangements that help track variances from targets and expectations.

#### - Explain 🕎

- Explain the following topics:
  - o Methods to Evaluate Risks for Implementation of a Marketing Plan Refer to PH Fig.4.4
  - o Ways to Set Key Performance Indicators (KPIs) Refer to PH Fig.4.5
    - o Setting Key Performance Indicators (KPIs) in Digital Marketing & Retail
      - o SMART KPI Examples in E-Commerce & Retail and Industry-Specific KPI Examples Refer to PH Table 4.8 and Table.4.9
      - Integration of Advanced KPI Tracking Tools & Technologies and KPI Categories in Retail & E-Commerce
         – Refer to PH Table 4.10- Table.4.13
      - o Goal Alignment & Benchmarking KPIs Against Competitors and Dashboarding & Visualization for KPI Tracking– Refer to PH Table 4.14 and Table.4.15
      - o Dynamic KPIs: Adjusting Performance Metrics in Changing Business Conditions and Risks of Poorly Defined KPIs & Best Practices– Refer to PH Table 4.16 and Table.4.17

### – Do 🗹

• Conduct an activity to help participants understand the importance of KPIs in digital marketing and retail, and how to set effective KPIs for measuring success.

Objective	The purpose of this activity is to help participants understand the importance of KPIs in digital marketing and retail, and how to set effective KPIs for measuring success.
Materials required	<ul> <li>Presentation slides on KPIs in digital marketing and retail</li> <li>Handouts listing common KPIs</li> <li>Whiteboard and markers</li> <li>Case study or real-world example</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of KPIs (Key Performance Indicators) and their role in tracking business performance.</li> <li>Explain different categories of KPIs in digital marketing (e.g., website traffic, conversion rates, customer engagement) and retail (e.g., sales growth, footfall, customer retention).</li> <li>Present a case study of a business tracking KPIs to improve performance.</li> <li>Divide participants into small groups and provide them with different business scenarios (e.g., an e-commerce store, a physical retail shop, or a social media campaign).</li> <li>Ask each group to identify 3-5 KPIs relevant to their assigned business.</li> <li>Each group presents their selected KPIs and explains how they would measure them.</li> <li>Discuss best practices for setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) KPIs.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the significance of KPIs in digital marketing and retail, and learn how to set and analyze them for better business outcomes.

# – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# – Ask ask

- Define SWOT analysis.
- Why is benchmarking important for KPIs?
- What was the outcome of Myntra's cart abandonment strategy?
- How did Flipkart increase repeat purchases during Big Billion Days?
- How does Power BI help businesses?

#### – Notes for Facilitation igarLambda

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### - Elaborate

- Elaborate on the following topics:
  - o Tenets of a Digital Marketing Plan
  - o Ways to Monitor and Evaluate Marketing Plans
    - o Budgetary Monitoring & Performance Tracking
  - o Monitoring Arrangements to Identify Variances from Targets and Expectations- Refer to PH Fig.4.6



- What is budget allocation in a digital marketing plan?
- How does Swiggy allocate its marketing budget?
- What are key metrics for tracking marketing spend against ROI?
- Define cohort analysis.

#### – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

### Summarize 🙎



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. ٠
- Answer their queries. •

#### Unit 4.3 Branding and Consistency in Marketing

Unit Objectives 6

#### At the end of the unit, the trainee will be able to:

- 1. Explain the importance of maintaining the consistency in the content
- 2. Explain how branding aids in maintaining consistency of content
- 3. Explain the brand characteristics of an organisation
- 4. Explain the purpose of branding guidelines in digital marketing
- 5. Explain how to incorporate brand identity into a digital marketing campaign

# Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

# - Say 煏

• "Let's discuss the importance of content consistency, how branding supports this consistency, the brand characteristics of an organization, and the role of branding guidelines in digital marketing. We'll also explore how to effectively incorporate brand identity into your digital marketing campaigns.

# – Explain 🖺

- Explain the following topics:
  - o Importance of Maintaining Consistency in Content– Refer to PH Fig.4.7
  - o How Branding Aids in Maintaining Consistency of Content
  - o Brand Characteristics of An Organisation- Refer to PH Fig.4.8
  - o Purpose of Branding Guidelines in Digital Marketing
  - o Ways to Incorporate Brand Identity into a Digital Marketing Campaign– Refer to PH Fig.4.9
  - o Determining the Digital Marketing Requirement



To conduct an activity to help participants understand the importance of branding guidelines in digital marketing and how they ensure consistency across platforms.

Objective	The purpose of this activity is to help participants understand the importance of branding guidelines in digital marketing and how they ensure consistency across platforms.
Materials required	<ul> <li>Presentation slides on branding guidelines</li> <li>Sample brand style guide</li> <li>Whiteboard and markers</li> <li>Case study or real-world example</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of branding guidelines and their role in maintaining a consistent brand identity.</li> <li>Explain key elements of branding guidelines, such as logo usage, color schemes, typography, tone of voice, and imagery.</li> <li>Show a sample brand style guide from a well-known company.</li> <li>Divide participants into small groups and assign them different fictional brands</li> <li>Ask each group to create a basic branding guideline including logo placement color selection, and messaging tone.</li> <li>Each group presents their branding choices and explains why they are important for brand identity.</li> <li>Discuss how consistent branding improves recognition, trust, and marketing effectiveness.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain a clear understanding of branding guidelines, their key components, and how they contribute to a successful digital marketing strategy.

# – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# - Ask

- Which brand follows a pink-themed branding across multiple platforms?
- Give an example of a brand that maintains a humorous tone.
- Which brands create impactful digital marketing campaigns?
- How does customer engagement reflect brand identity?
- What are branding guidelines used for?

#### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize 2



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Exercise

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 4.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. Market Research
  - 2. Strengths, Weaknesses, Opportunities, Threats
  - 3. Psychographic segmentation
  - 4. People, Process, Physical evidence
  - 5. To ensure that feedback loops are in place and adjustments can be made
- Answer the following questions:
  - 1. Why is it important for organizations to define their brand personality? Hint: Refer to PH section 4.1.1
  - 2. How can branding guidelines ensure consistency in content creation? Hint: Refer to PH section 4.3.4
  - 3. Why is regular monitoring critical for the success of a marketing plan? Hint: Refer to PH section 4.2.4
  - 4. What factors should be considered when setting KPIs for a marketing plan? Hint: Refer to PH section 4.2.2
  - 5. How does market research contribute to the development of marketing strategies? Hint: Refer to PH section 4.1.2

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=1Ud1SlKtFcQ

https://www.youtube.com/watch?v=clWg98Sfh1g

Key Factors Influencing Marketing Decision-Making Ways Organisations Develop Marketing Strategies









# 5. Developing Effective Digital Marketing Plan

Unit 5.1 Understanding Market Segmentation in Digital Marketing Unit 5.2 Digital Marketing Strategies and Channels Unit 5.3 Creating and Optimizing Digital Marketing Campaigns



# Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain the importance and contribution market segmentation to marketing planning
- 2. Explain how to develop a promotional mix for effective marketing
- 3. Create an effective marketing plan

### Unit 5.1 Understanding Market Segmentation in Digital Marketing

#### Unit Objectives 🦉

#### At the end of the unit, the trainee will be able to:

- 1. Explain the importance of defining target markets to the development and achievement of the marketing strategy
- 2. Explain how target markets are established for marketing activities
- 3. Describe how digital marketing techniques appeal to different market segments
- 4. Explain how digital marketing contributes to market segmentation
- 5. Evaluate data to inform market segmentation

#### Resources to be Used

- Participant Handbooks •
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

# Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.



- "Let's delve into understanding the importance of defining target markets for developing a successful marketing strategy, how these markets are established, and how digital marketing techniques can effectively appeal to different segments. We'll also discuss how digital marketing contributes to market segmentation and how to evaluate data to refine it."
- "Identifying target markets is crucial for developing an effective marketing strategy."

## - Explain 🖺

- Explain the following topics:
  - o Importance of Defining Target Markets for Development and Achievement of Marketing Strategy– Refer to PH Fig.5.1
    - o STP Model in Retail Marketing
      - o Understanding the STP Model in Retail and Tools for Identifying Target Demographics in Retail Marketing
  - o Ways to Establish Target Markets for Marketing Activities- Refer to PH Fig.5.2
    - o Psychographic Segmentation & Regional Marketing
      - o Understanding Consumer Psychology for Target Markets and Festival-Focused & Regional Marketing Strategies- Refer to PH Table.5.1
  - o Ways in Which Digital Marketing Techniques Appeal to Different Market Segments- Refer to PH Fig.5.3
    - o Platform-Specific Marketing Strategies & Hybrid Approaches

#### - Do 🗹

 To conduct an activity to help participants understand how to identify and establish target markets for effective marketing activities.

Objective	The purpose of this activity is to help participants understand how to identify and establish target markets for effective marketing activities.
Materials required	<ul> <li>Presentation slides on target market identification</li> <li>Handouts with case studies of successful targeting</li> <li>Whiteboard and markers</li> <li>Sample customer personas</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of target markets and why they are essential in marketing strategies.</li> <li>Explain different criteria for segmenting markets, such as demographics, psychographics, geographic, and behavioral segmentation.</li> <li>Present a case study of a brand that successfully identified and marketed to its target audience.</li> <li>Divide participants into small groups and provide each group with a different product or service.</li> <li>Ask each group to define a target market for their assigned product using segmentation criteria.</li> <li>Each group presents their chosen target market and explains their reasoning.</li> <li>Discuss the importance of research, customer personas, and data analysis in refining target audiences.</li> </ol>
Conclusion / What has been achieved	This activity will help participants learn how to segment audiences, define targemarkets, and align marketing efforts with customer needs for better results.

## – Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.



- Why does targeting the right audience improve conversion rates?
- Can you give an example of brand positioning?
- What is social media targeting in digital marketing?
- How does geographic targeting work in digital marketing?

#### – Notes for Facilitation $\lfloor$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - o Ways in Which Digital Marketing Contributes to Market Segmentation- Refer to PH Fig.5.4
    - o AI-Driven Marketing & Real-Time Campaign Optimization
    - o Key AI Tools for Real-Time Campaign Optimization
  - o Data to Inform Market Segmentation
    - o Ethical Data Collection & Advanced Consumer Analytics
    - o Combining Data Privacy with Advanced Analytics



 "Let us proceed with an activity to help participants understand the role of AI tools in optimizing marketing campaigns in real time."

Objective	The purpose of this activity is to help participants understand the role of AI tools in optimizing marketing campaigns in real time.
Materials required	<ul> <li>Presentation slides on AI in marketing</li> <li>Examples of AI tools like Google Ads Smart Bidding, HubSpot, and ChatGPT</li> <li>Whiteboard and markers</li> <li>Case study or real-world example</li> </ul>
Steps/procedure	<ol> <li>Introduce AI in marketing and its role in improving campaign performance.</li> <li>Explain key AI tools used in real-time campaign optimization, such as:         <ul> <li>Google Ads Smart Bidding – Automated bidding for better ROI.</li> <li>Chatbots &amp; AI assistants – Enhancing customer engagement.</li> <li>HubSpot &amp; Salesforce AI – Personalizing customer interactions.</li> <li>Predictive analytics tools – Forecasting customer behavior.</li> </ul> </li> <li>Present a case study of a brand that successfully used AI for campaign optimization.</li> <li>Divide participants into small groups and assign each group an AI tool.</li> <li>Ask each group to discuss how their assigned tool can improve real-time marketing decisions.</li> <li>Each group presents their findings and insights.</li> <li>Discuss how AI-driven marketing leads to better targeting, cost efficiency, and higher engagement.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain insights into AI tools for marketing, how they enhance campaign performance, and why they are essential for modern digital strategies.

# - Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# - Ask

- How does digital marketing enhance market segmentation?
- What are Google Ads Smart Bidding?
- How does Flipkart comply with GDPR?
- Can you give an example of multilingual accessibility?

## – Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

# Summarize 🗵

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Unit 5.2 Digital Marketing Strategies and Channels

## Unit Objectives 🦉

#### At the end of the unit, the trainee will be able to:

- 1. Compare traditional and non-traditional digital marketing types and channels
- 2. Explain the effect of a marketing mix on a promotional mix
- 3. Evaluate the suitability of digital marketing techniques to meet marketing objectives
- 4. Evaluate a multi-channel approach to digital marketing

### - Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### – Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

# – Say 🖻

• "Let's compare traditional and non-traditional digital marketing types and channels, understand how the marketing mix influences the promotional mix, and evaluate the suitability of digital marketing techniques in achieving marketing objectives. We'll also assess the effectiveness of a multi-channel approach to digital marketing."

# - Explain 🕎

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- Explain the following topics:
  - o Traditional and Non-Traditional Digital Marketing Types and Channels– Refer to PH Table.5.2
    - o Hybrid Marketing & Performance Metrics
      - o Digital & Traditional Media Integration
      - o KPIs for Measuring Marketing Performance
    - Effect of Marketing Mix on Promotional Mix- Refer to PH Fig.5.5
      - o Impact of Marketing Mix on Promotional Mix
  - o Suitability of Digital Marketing Techniques to Meet Marketing Objectives- Refer to PH Table.5.3
    - o Integrated Campaigns & Suitability of Digital Marketing Techniques
    - o Other Case Studies of Integrated Campaigns
- Do 🗸
  - To conduct an activity to help participants understand key performance indicators (KPIs) used to measure marketing success.

Objective	The purpose of this activity is to help participants understand key performance indi- cators (KPIs) used to measure marketing success.
Materials required	<ul> <li>Presentation slides on marketing KPIs</li> <li>Handouts listing different KPIs and their importance</li> <li>Whiteboard and markers</li> <li>Case study of a marketing campaign</li> </ul>
Steps/procedure	<ol> <li>Introduce KPIs (Key Performance Indicators) and their role in measuring marketing effectiveness.</li> <li>Explain different types of marketing KPIs, including:         <ul> <li>Website Traffic &amp; Engagement Metrics – Page views, bounce rate, session duration.</li> <li>Conversion Metrics – Lead generation, sales, sign-ups.</li> <li>Customer Acquisition Cost (CAC) – Cost of acquiring a new customer.</li> <li>Return on Investment (ROI) – Revenue generated vs. marketing spend.</li> <li>Social Media Performance – Likes, shares, comments, engagement rate.</li> </ul> </li> <li>Present a real-world case study demonstrating the impact of tracking KPIs on a campaign's success.</li> <li>Divide participants into small groups and provide each group with a sample marketing scenario.</li> <li>Ask each group to identify the most relevant KPIs for evaluating the campaign's success.</li> <li>Groups present their chosen KPIs and justify their selections.</li> <li>Facilitate a discussion on why tracking the right KPIs is crucial for decision-making and strategy improvement.</li> </ol>
Conclusion / What has been achieved	This activity will help participants learn the importance of tracking marketing KPIs and how to apply them for evaluating campaign performance effectively.

#### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# Ask

- Define traditional marketing.
- How does hybrid marketing work?
- What do TV ad impressions measure?
- What is cross-channel interaction in hybrid marketing?
- How does place (distribution) influence promotional strategy?

#### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Elaborate



- Elaborate on the following topics:
  - Multi-channel Approach to Digital Marketing- Refer to PH Fig.5.6 (a) 0
    - Challenges of Multi-channel Approach to Digital Marketing Refer to PH Fig.5.6 (b) о
    - Multi-Channel Digital Marketing Approach о

# Ask ask

- Can you give an example of a brand improving engagement through multiple channels?
- What does a multi-channel digital marketing approach ensure?
- How should brands maintain consistency between Instagram and YouTube?
- How did Myntra use Google and Facebook Ads for EORS?

## - Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

#### Summarize 2



- Summarize the session. •
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. •

## Unit 5.3 Creating and Optimizing Digital Marketing Campaigns

Unit Objectives 🧭

#### At the end of the unit, the trainee will be able to:

- 1. Explain how emerging approaches to digital marketing can contribute to a marketing mix
- 2. Explain how different digital marketing techniques combine to make a marketing campaign
- 3. Analyse the implications of the overall purpose of marketing to the selection of marketing techniques and platforms

## - Resources to be Used 🖄

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🔎

• "Let's explore how emerging digital marketing approaches enhance the marketing mix, how different techniques work together to create effective campaigns, and how the overall purpose of marketing influences the selection of strategies and platforms."

## - Explain 🖺

- Explain the following topics:
  - Ways Emerging Approaches to Digital Marketing Can Contribute to a Marketing Mix– Refer to PH Table.5.4
    - o Emerging Digital Marketing Approaches: Voice Commerce in India
      - o Growth of Voice-Enabled Shopping in India and Real-World Applications of Voice Commerce in India– Refer to PH Table.5.5
      - o How Voice Commerce Contributes to the Marketing Mix and Future of Voice Commerce in India
  - o Ways in Which Various Digital Marketing Techniques Combine to Make a Marketing Campaign Refer to PH Table.5.6
  - o Implications of Overall Purpose of Marketing for Selection of Marketing Techniques and Platforms- Refer to PH Fig.5.7

## - Do 🗸

• To conduct an activity to help participants understand the growing impact of voice commerce in India and how businesses can leverage it in digital marketing.

Objective	The purpose of this activity is to help participants understand the growing impact of voice commerce in India and how businesses can leverage it in digital marketing
Materials required	<ul> <li>Presentation slides on Voice Commerce trends in India</li> <li>Case studies of brands using voice commerce</li> <li>Audio clips of voice-assisted shopping experiences</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce Voice Commerce – Explain how AI-powered voice assistants like AI exa, Google Assistant, and Siri are transforming online shopping.</li> <li>Discuss its relevance in India, considering rising smartphone adoption and regional language support.</li> <li>Share real-life examples of Indian brands implementing voice commerce for customer engagement.</li> <li>Play audio clips of voice search queries and demonstrate how brands optimize for voice search.</li> <li>Divide participants into small groups and give them a scenario where a brandwants to use voice commerce to boost sales.</li> <li>Each group brainstorms strategies on how to integrate voice search and shopping into the brand's marketing approach.</li> <li>Groups present their ideas, focusing on ease of use, language support, and consumer behavior.</li> <li>Conclude with key takeaways by discussing why businesses should adopt voice commerce and how it enhances customer experience.</li> </ol>
Conclusion / What has been achieved	This activity will teach participants gain insights into the potential of voice com merce in India and how businesses can prepare for this digital marketing shift.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

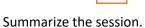
## - Ask ask

- How does Augmented Reality (AR) help marketing?
- What is the role of chatbots in digital marketing?
- What is the future of voice commerce in India?
- How do budget constraints affect marketing techniques?

## – Notes for Facilitation $\square$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize /



- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 5.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. To focus marketing efforts effectively
  - 2. Instagram and YouTube
  - 3. By targeting the right audience with personalized recommendations
  - 4. To represent customer types and understand their needs
  - 5. A real estate company's Google Ads for "affordable housing in Pune"

- Answer the following questions:
  - 1. How does a clear target market help in resource allocation and strategy development? Hint: Refer to PH section 5.1.1
  - 2. What factors should be considered when selecting digital marketing techniques to achieve business goals?

Hint: Refer to PH section 5.1.3

- 3. Why is it important to choose marketing techniques and platforms that align with the overall purpose of the marketing strategy? Hint: Refer to PH section 5.3.3
- 4. What are the benefits of using a multi-channel approach in digital marketing? Hint: Refer to PH section 5.2.4
- 5. How does customer segmentation help in establishing target markets for marketing activities? Hint: Refer to PH section 5.1.2

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=WVI-Up-hf64

Ways to Establish Target Markets for Marketing Activities



https://www.youtube.com/watch?v=wZZnxXyES80

Ways in Which Various Digital Marketing Techniques Combine to Make a Marketing Campaign









# Digital Marketing Metrics and Analytics

Unit 6.1 Key Metrics and Analytics in Digital Marketing





## Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain the role of sales funnel in digital marketing
- 2. Explain how metrics of digital marketing are generated
- 3. Explain how a digital marketing department employs metrics and analytics to refine campaigns
- 4. Evaluate a digital marketing campaign by employing metrics and analytics



## Unit 6.1 Key Metrics and Analytics in Digital Marketing

Unit Objectives 🦉

#### At the end of the unit, the trainee will be able to:

- 1. Explain the paths to conversion through stages of the sales funnel
- 2. Identify the industry benchmarks for conversion rates for different stages in the sales funnel
- 3. Evaluate the effects of a range of factors on sales funnel conversion rates
- 4. Explain the data required to evaluate success key performance indicators (KPIs)
- 5. Explain the importance of statistically significant data
- 6. Explain the tools used for generating tracking data
- 7. Describe how tracking data is viewed
- 8. Explain how to customise analytics reporting technology for digital marketing campaigns

## - Resources to be Used 🤷

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## Say 🔎

• "In today's session, let's explore the stages of the sales funnel and the paths to conversion, identify industry benchmarks for conversion rates, and evaluate the factors that impact these rates. We'll also cover the data needed to evaluate success through KPIs, the importance of statistically significant data, tools for generating tracking data, how tracking data is viewed, and customizing analytics reporting for digital marketing campaigns."

## – Explain 🚏

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0

- Explain the following topics:
  - Paths to Conversion Through Stages of Sales Funnel-Refer to PH Table.6.1
    - o Generating Metrics for Digital Marketing
    - o Ways Digital Marketing Departments Use Metrics to Refine Campaigns
  - Industry Benchmarks for Conversion Rates for Different Stages in Sales Funnel
  - o Interpreting Benchmarks for Strategy Adjustments
    - o How to Use Benchmarks for Dynamic Strategy Adjustments and Visual Comparison of Industry Benchmarks (India, 2023) Refer to PH Table.6.2 and Table.6.3
    - o Best Practices for Strategy Adjustments Using Benchmarks

## - Do 🗸

• To conduct an activity to help participants understand key metrics used in digital marketing and how they contribute to measuring campaign success.

Objective	The purpose of this activity is to help participants understand key metrics used in digital marketing and how they contribute to measuring campaign success.
Materials required	<ul> <li>Presentation slides on digital marketing metrics</li> <li>Case studies of real marketing campaigns</li> <li>Sample reports with key metrics</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce Digital Marketing Metrics – Explain why measuring performance is crucial for digital marketing success.</li> <li>Discuss key metrics, including Click-Through Rate (CTR), Conversion Rate, Customer Acquisition Cost (CAC), Return on Ad Spend (ROAS), and Engagemer Rate.</li> <li>Share examples of digital marketing campaigns and highlight how they measured success.</li> <li>Distribute sample reports with key performance indicators (KPIs).</li> <li>Divide participants into small groups and assign each group a different campaig scenario (e.g., e-commerce product launch, social media campaign, email marketing).</li> <li>Each group identifies the most relevant metrics to track for their assigned campaign.</li> <li>Groups present their findings, explaining why those metrics are important an how they indicate success.</li> <li>Conclude with a discussion on best practices for tracking and optimizing digita marketing performance.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand essential digital marketing metric and how to apply them to measure and improve campaign effectiveness.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask ask

- How do businesses refine campaigns using metrics?
- What is the conversion range for the Consideration Stage?
- How do benchmarks guide strategy adjustments?
- Which industry has the highest conversion rate in India?

## – Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## - Elaborate

- Elaborate on the following topics:
  - o Effects of a Range of Factors on Sales Funnel Conversion Rates Refer to PH Fig.6.1
    - o Factors Affecting Sales Funnel Conversion Rates
      - Operational Factors Impacting Conversions and External Factors Affecting Conversions in India Refer to PH Table.6.4 and Table.6.5
      - o Strategies to Improve Sales Funnel Conversions
  - o Data Required to Evaluate Success Key Performance Indicators (KPIs) Refer to PH Fig.6.2
    - o Using Qualitative Data for KPI Evaluation & Data Privacy Challenges
      - Role of Customer Reviews in KPI Analysis and Data Privacy Regulations Impacting KPI Evaluation - Refer to PH Table.6.6 and Table.6.7
      - o Balancing Data-Driven KPIs with Privacy Regulations

## \_ Say 🔎

• "Let us now participate in an activity to help participants understand the sales funnel stages and strategies to improve conversion rates at each stage."

Objective	The purpose of this activity is to help participants understand the sales funnel stages and strategies to improve conversion rates at each stage.
Materials required	<ul> <li>Presentation slides on sales funnel stages</li> <li>Case studies of conversion strategies</li> <li>Sample funnel analysis reports</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the Sales Funnel Concept – Explain the different stages: Awareness Interest, Consideration, Decision, and Action.</li> <li>Discuss common challenges at each stage and how they affect conversions.</li> <li>Share real-life examples of businesses that improved their sales funnel effective ness.</li> <li>Distribute sample funnel data reports and ask participants to identify weak points in the conversion process.</li> <li>Divide participants into small groups and assign them a specific sales funnel stage.</li> <li>Each group brainstorms strategies to improve conversions at their assigned stage (e.g., better lead magnets for Awareness, personalized offers for Decision)</li> <li>Groups present their strategies to the class.</li> <li>Conclude with a discussion on best practices for optimizing sales funnels and tracking improvements using metrics like conversion rates and customer jour ney analysis.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how to analyze and optimize sales funnel performance to improve customer conversions effectively.

- Tips 👤

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.



- How does seasonality impact conversion rates?
- What impact does website load time have on conversions?
- Why should businesses plan for festive shopping peaks?
- How does demographic data help marketing campaigns?
- What does India's IT Act regulate?

## – Notes for Facilitation 🗐

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## - Explain 🖞

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- Explain the following topics:
  - Importance of Statistically Significant Data-Refer to PH Table.6.8
    - o Challenges and Statistical Significance & Bias Reduction in Data Analysis
      - How to Determine Statistical Significance and Strategies to Reduce Data Bias-Refer to PH Table.6.9
  - o Tools Used for Generating Tracking Data-Refer to PH Table.6.10
    - o Comparison of Tools for Generating Tracking Data -Refer to PH Table.6.11
  - o Ways to View Tracking Data Refer to PH Fig.6.3 and Fig.6.4
    - o Importance of Viewing Tracking Data Correctly
    - o Data Storytelling & Real-Time Dashboards for Tracking Data
      - o Data Storytelling Techniques for Stakeholder Engagement and Real-Time Dashboard Example for Multi-Channel Tracking-Refer to PH Table.6.12 and Table.6.13
      - o Why Businesses Use Real-Time Dashboards

## Do 🗠

• To conduct an activity to help participants understand various tools used for tracking and analyzing customer data in digital marketing.

Objective	The purpose of this activity is to help participants understand various tools used for tracking and analyzing customer data in digital marketing.
Materials required	<ul> <li>Presentation slides on tracking tools</li> <li>Case studies on data-driven decision-making</li> <li>Sample analytics reports</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of tracking data and its importance in digital marketing</li> <li>Explain different types of tracking tools, such as Google Analytics, Faceboo Pixel, UTM parameters, CRM systems, and Heatmaps.</li> <li>Show real-life examples of businesses using tracking tools to improve performance.</li> <li>Distribute sample analytics reports and ask participants to interpret key in sights.</li> <li>Divide participants into small groups, each assigned a different tracking tool.</li> <li>Each group researches and discusses how their assigned tool helps in dat collection and decision-making.</li> <li>Groups present their findings to the class.</li> <li>Wrap up with a discussion on best practices for data tracking and how bus nesses use data for growth.</li> </ol>

Conclusion / WhatThis activity will help participants clearly understanding of various tracking tools,has been achievedtheir functions, and how they help optimize digital marketing efforts.

## - Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask ask

- How does statistical significance eliminate misinterpretation?
- What is the standard confidence level for statistical significance?
- What insights do social media analytics provide?
- Which tracking tool is best for website analytics?
- How does tracking data boost conversions?

## - Notes for Facilitation 🎚

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## – Elaborate

- Elaborate on the following topics:
  - Ways to Customise Analytics Reporting Technology for Digital Marketing Campaigns
     Refer to PH Fig.6.5
    - o Customizing Reports for Stakeholders- Refer to PH Fig.6.6
    - o Tools for Customized Reporting and Evaluating a Digital Marketing Campaign
    - o Customizing Analytics Reports for Different Stakeholders
      - o Personalized Reports Based on Business Goals- Refer to PH Table.6.14
      - o Report Customization Strategies

– Ask 🖾

- How are client reports different?
- Why is evaluating a digital marketing campaign important?
- How does visual storytelling improve report interpretation?
- What metrics are important for a CEO?
- Which tools are useful for customized reporting?

## – Notes for Facilitation 🕒

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## - Summarize 🛛

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 6.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. To capture the attention of potential customers and introduce them to the brand
  - 2. Email campaigns with product details
  - 3. Consideration
  - 4. High-quality, personalized content boosts engagement and trust
  - 5. Awareness
- Answer the following questions:
  - 1. What are some common challenges in moving prospects through the sales funnel to conversion? Hint: Refer to PH section 6.1.3
  - 2. Why is customer behaviour data critical for evaluating digital marketing KPIs? Hint: Refer to PH section 6.1.4
  - **3.** How can integrating third-party tools with analytics platforms enhance reporting capabilities? Hint: Refer to PH section 6.1.6

- 4. Why is it important to rely on statistically significant data for decision-making in digital marketing? Hint: Refer to PH section 6.1.5
- 5. How can businesses compare their sales funnel performance against industry averages? Hint: Refer to PH section 6.1.2

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=GiJigQ\_vsNU

Data Required to Evaluate Success Key Performance Indicators (KPIs)



https://www.youtube.com/watch?v=UE-E5DFeF3o

Paths to Conversion Through Stages of Sales Funnel







Transforming the skill landscape

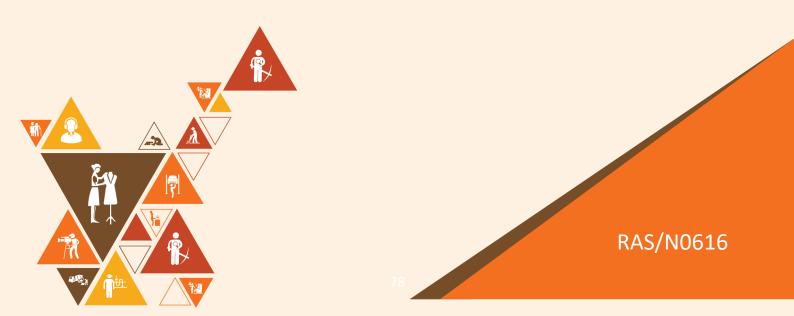


# 7. Social Media Marketing for a Business

Unit 7.1 Understanding Business and Branding in Social Media Marketing

Unit 7.2 Social Media Platforms, Tools, and Budget Considerations

Unit 7.3 Engagement, Amplification, and Social Media Strategy



## Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain how social media fits into the objectives and marketing of a business
- 2. Identify the factors that impact social media plans for business
- 3. Explain the importance of portraying the brand value to the audience

## Unit 7.1 Understanding Business and Branding in Social Media Marketing

## - Unit Objectives 🖾

#### At the end of the unit, the trainee will be able to:

- 1. Describe the characteristics of a retail business and its type, vision, aims, objectives, and goals
- 2. Identify the brand and values of a business and how these are portrayed to the audience of a business
- 3. Discuss the role of social media in generating sales, marketing and promotions including branding

## - Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🤷

- "Let's dive into the characteristics of a retail business, its vision, aims, objectives, and goals. We'll also explore how a business's brand and values are communicated to its audience and discuss the role of social media in driving sales, marketing, promotions, and branding."
- "A retail business is focused on selling goods or services directly to consumers for personal or household use, acting as a bridge between manufacturers and consumers."

## - Explain 🕎

- Explain the following topics:
  - Characteristics of a Retail Business and its Type, Vision, Aims, Objectives, and Goals Refer to PH Fig.7.1-Fig.7.3
    - o Retail Business Characteristics, Vision, and Objectives
      - o Comparison of Vision, Objectives & Goals in Indian Retail and Importance of Vision, Objectives & Goals in Retail– Refer to PH Table.7.1
      - o Case Study: Big Bazaar's Mass-Market Strategy and Strategic Takeaways for Retail Businesses
  - o Brand and Values of a Business and Ways in Which These Are Portrayed to the Audience of a Business– Refer to PH Fig.7.4
    - o Businesses Portray Their Brand and Values Refer to PH Fig.7.5
    - o Brand Identity Evolution in Different Industries
      - o Brand Evolution in Startups, FMCG, & Technology and Brand Evolution Timeline: Infosys– Refer to PH Table.7.2
      - o Key Factors Driving Brand Evolution and Lessons for Indian Retailers & Marketers



• To conduct an activity to help participants understand how brand identity evolves across different industries and the factors influencing these changes.

Objective	The purpose of this activity is to help participants understand how brand identity evolves across different industries and the factors influencing these changes.
Materials required	<ul> <li>Presentation slides with brand evolution case studies</li> <li>Images of old and new logos/branding from various industries</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of brand identity and its significance in business success.</li> <li>Explain key elements of brand identity, including logos, colors, messaging, and customer perception.</li> <li>Show examples of brands that have evolved over time (e.g., Coca-Cola, Apple, Tata, Amul).</li> <li>Discuss why brands change (e.g., modernization, competition, consumer expectations).</li> <li>Divide participants into small groups, assigning each group an industry (e.g., fashion, technology, FMCG).</li> <li>Each group researches and presents how brand identity has evolved in their assigned industry.</li> <li>Facilitate a discussion on the importance of rebranding and staying relevant in a competitive market.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how brand identity changes across industries and recognize the strategic reasons behind rebranding efforts.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask 🖾

- How does Reliance Retail integrate online and offline shopping?
- How does brand evolution strengthen businesses?
- Why is defining a clear vision important for emerging retailers?
- What common goals do Indian retail businesses share?
- What are the operational models of retail businesses?

## - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## – Elaborate

- Elaborate on the following topics:
  - Role of Social Media in Generating Sales, Marketing and Promotions Including Branding- Refer to PH Fig.7.6
    - o Role of Social Media in Marketing & Crisis Management Case Study
      - o Social Media Trends in Sales & Branding- Refer to PH Table.7.3
      - o Case Study: IndiGo's Twitter Crisis Management
      - o Social Media Crisis Management Best Practices



- How does Flipkart use social media for sales?
- What was IndiGo's social media crisis?
- What are best practices for social media crisis management?
- How do small businesses benefit from social media for sales?

## - Notes for Facilitation 🗐

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

# Unit 7.2 Social Media Platforms, Tools, and Budget Considerations

## - Unit Objectives 🙆

#### At the end of this unit, the trainee will be able to:

- 1. List the Key features and benefits including limitations of different social media platforms
- 2. Describe the marketing tools available to a business
- 3. Explain the consequences of using social media on the budget of different sizes and types of business

## - Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🤦

- "Let's explore the key features, benefits, and limitations of different social media platforms, the marketing tools available to businesses, and the budgetary impact of social media on businesses of various sizes and types."
- "Let us study in detail."

## – Explain 🕎

- Explain the following topics:
  - o Key Features and Benefits Including Limitations of Different Social Media Platforms Refer to PH Table.7.4
    - o Selecting the Right Social Media Platform
      - Platform Selection Matrix and New & Emerging Platforms for Marketing- Refer to PH Table.7.5
      - o Case Study: Zomato's Social Media Strategy and Best Practices for Platform Selection
  - o Marketing Tools Available to a Business- Refer to PH Table.7.6
    - o Comparison of Social Media Marketing Tools
      - o Cost & Feature Comparison of Marketing Tools and AI-Powered Marketing Solutions– Refer to PH Table.7.7
      - o Best Practices for Selecting Marketing Tools

## – Do 🗸

• Conduct a class activity to help participants understand how to select the right social media platform for their brand and audience.

Objective	The purpose of this activity is to help participants understand how to select the right social media platform for their brand and audience.
Materials required	<ul> <li>Presentation slides on social media platforms and their features</li> <li>Case studies of successful brand campaigns on different platforms</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the different social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest) and their target audiences.</li> <li>Discuss key factors in selecting the right platform: brand type, target audience, content style, and campaign goals.</li> <li>Share case studies of brands that successfully used specific platforms.</li> <li>Divide participants into small groups and assign each group a brand or product.</li> <li>Each group analyzes which social media platform would be most effective for their brand based on the target audience and content style.</li> <li>Groups present their analysis and reasoning behind selecting the platform.</li> <li>Conclude with a discussion on the importance of platform selection and how to measure success on each platform.</li> </ol>
Conclusion / What has been achieved	This activity helps participants learn how to identify the best social media platforms for different business goals and target audiences.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask

- Why is Instagram effective for fashion and lifestyle brands?
- How do social media management tools help businesses?
- Which AI tool helps track website traffic trends?
- What is the first step in selecting a marketing tool?

## - Elaborate

- Elaborate on the following topics:
  - Consequences of Using Social Media on the Budget of Different Sizes and Types OF Business- Refer to PH Table.7.8
    - o Sector-Specific Consequences
    - o Budget Optimization Strategies for Social Media
      - o Case Study: Nykaa's Cost-Effective Social Media Strategy
      - o Budget Management Tactics for Social Media Marketing- Refer to PH Table.7.9
      - o Cost-Saving Tips for Social Media Advertising

## - Ask

- What advantages do large businesses have in social media marketing?
- How do medium-sized businesses benefit from social media?
- How do cross-promotion campaigns help in cost-saving?
- What is geo-targeting in social media marketing?

## - Notes for Facilitation 빌

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize 🗵



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. •

## Unit 7.3 Engagement, Amplification, and Social Media Strategy

## Unit Objectives 🦉

#### At the end of the unit, the trainee will be able to:

- 1. Explain the benefits and consequences of encouraging amplification
- 2. Explain the benefits and consequences of encouraging engagement
- 3. Explain the factors to consider while establishing social media requirements for a business
- 4. Explain how social media could fit into the marketing plan of a business

## - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## – Say 🔎

- Start the class by saying, "This unit will help you understand the benefits and consequences of encouraging amplification and engagement, key factors in establishing social media requirements for a business, and how social media integrates into a business's marketing plan."
- "Let's explore the topic in detail."

## – Explain 🕎

- Explain the following topics:
  - o Benefits and Consequences of Encouraging Amplification- Refer to PH Fig.7.7 and Fig7.8
    - o Amplification Strategies & Tracking Tools
      - o Case Study: Zomato's Viral Marketing Strategy and Tools for Tracking Amplification & Virality- Refer to PH Table.7.10
      - o Viral Amplification Strategies for Social Media
    - o Benefits and Consequences of Encouraging Engagement Refer to PH Fig.7.9 and Fig7.10
      - o Audience Sentiment Analysis & Engagement Metrics
        - o Key Metrics for Engagement Analysis and AI-Powered Tools for Sentiment Analysis-Refer to PH Table.7.11 and Table.7.12
        - o Strategies to Improve Audience Sentiment & Engagement

## - Do 🗸

• Conduct an activity to help participants understand key strategies for making content go viral on social media, increasing reach and engagement.

Objective	The purpose of this activity is to help participants understand key strategies for mak- ing content go viral on social media, increasing reach and engagement.
Materials required	<ul> <li>Presentation slides on viral content</li> <li>Case studies of viral social media campaigns</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of viral amplification and its importance in social media marketing.</li> <li>Explain key strategies for viral success:         <ul> <li>Creating highly shareable and relatable content.</li> <li>Using emotional triggers (humor, surprise, inspiration).</li> <li>Leveraging influencers and brand advocates.</li> <li>Optimizing content for trends and hashtags.</li> <li>Encouraging user-generated content and challenges.</li> <li>Timing posts for maximum visibility.</li> </ul> </li> <li>Show examples of successful viral campaigns and discuss what made them effective.</li> <li>Divide participants into groups and assign them a product/service.</li> <li>Ask each group to design a viral social media campaign for their assigned product.</li> <li>Groups present their campaign ideas, followed by feedback and discussion.</li> </ol>
Conclusion / What has been achieved	This activity helps participants gain insights into viral marketing strategies and learn how to create content that maximizes engagement and reach.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask

- What is amplification in digital marketing?
- How does engagement generate insights?
- What is user-generated content (UGC) in amplification?
- How does engagement increase brand awareness?

## - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## – Elaborate

- Elaborate on the following topics:
  - Factors to Consider While Establishing Social Media Requirements for a Business- Refer PH Table.7.13
    - o Competitor Analysis & Emerging Trends
      - SWOT Analysis Framework for Competitor Review and Emerging Trends in Social Media Marketing- Refer PH Table.7.14 and Table.7.15
      - o How Businesses Can Use Competitor Analysis & Trends
  - o Ways in Which Social Media Could Fit into the Marketing Plan of a Business
    - o Integration into the Marketing Plan- Refer to PH Table.7.16
    - o Steps to Integrate Social Media- Refer to PH Fig.7.11
    - o Multichannel Marketing Strategies & KPIs
      - o How Social Media Integrates with Other Channels and KPIs for Measuring Social Media Integration- Refer to PH Table.7.17 and Table.7.18
      - o Best Practices for Multichannel Marketing Success



"Let's proceed further with an activity to help participants understand the step-by-step process of integrating social media into a business strategy for better engagement and reach."

Objective	The purpose of this activity is to help participants understand the step-by-step pro- cess of integrating social media into a business strategy for better engagement and reach.
Materials required	<ul> <li>Presentation slides on social media integration</li> <li>Examples of successful social media strategies</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of social media integration and its importance in digital marketing.</li> <li>Explain the key steps:         <ul> <li>Identify target audience and goals.</li> <li>Choose the right social media platforms.</li> <li>Create consistent branding and messaging.</li> <li>Embed social media links on websites and emails.</li> <li>Use social media for customer engagement and support.</li> <li>Monitor and analyze performance using tools.</li> </ul> </li> <li>Share examples of businesses that have successfully integrated social media.</li> <li>Divide participants into small groups and assign them a business case.</li> <li>Ask each group to outline a basic social media integration strategy for their assigned business.</li> <li>Groups present their strategies, followed by a discussion on the best approaches.</li> </ol>
Conclusion / What has been achieved	This activity helps participants gain a clear understanding of how to effectively inte- grate social media into a business strategy for maximum impact.

## - Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask

- How does social media drive footfall to offline stores?
- What does cross-channel attribution measure?
- What are the benefits of a strong multichannel strategy?
- How is ROI on paid social campaigns measured?

## - Notes for Facilitation $^{[]}$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize / 🕭

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## – Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 7.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. Selling goods or services directly to consumers for personal or household use
  - 2. Shoppers Stop
  - 3. Efficient inventory management
  - 4. Speciality stores
  - 5. Become India's largest consumer goods retailer
- Answer the following questions:
  - How does a retail business's vision influence its objectives and goals? Hint: Refer to PH section 7.1.1
  - 2. Why is consistency in brand messaging important for customer trust and loyalty? Hint: Refer to PH section 7.1.2
  - **3.** What are some limitations of social media platforms that businesses need to consider? Hint: Refer to PH section 7.2.1
  - 4. How can businesses integrate social media into their broader marketing plans? Hint: Refer to PH section 7.3.4
  - 5. What challenges or risks could arise from actively encouraging engagement on social media? Hint: Refer to PH section 7.3.2

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=Np090VKTztA

Types of Retail Businesses



https://www.youtube.com/watch?v=5FJfEgE9RNg

Steps to Integrate Social Media









# 8. Selecting Social MediaTools and Platforms for aBusiness

Unit 8.1 Choosing Social Media Tools and Platforms for a Business



## Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain how to select social media tools and Platform for a business
- 2. Recommend a social media platform for a business organisation

# Unit 8.1 Choosing Social Media Tools and Platforms for a Business

## – Unit Objectives 🙋

#### At the end of this unit, the trainee will be able to:

- 1. Describe the different tools and platforms that can be used for social media
- 2. Describe the features and benefits of the different tools and platforms that can be used for social media
- 3. Identify the potential type of audience for each different tool and platform that can be used for social media
- 4. Explain the factors to consider when selecting different tools and platforms for social media
- 5. Evaluate different tools and platforms for social media for business use

## - Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## - Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🖻

- "In today's session, we will explore the various tools and platforms available for social media, their features, benefits, and the types of audiences they attract."
- "We'll also discuss key factors to consider when selecting platforms and evaluate their effectiveness for business use."

## – Explain 🖺

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- Explain the following topics:
  - Various Tools and Platforms for Social Media Management- Refer to PH Table.8.1
  - o Emerging Social Media Platforms, Sector-Specific Use Cases & Marketing Integration
    - o Emerging Social Media Platforms & Their Role in Marketing and Sector-Specific Social Media Use Cases- Refer to PH Table.8.2 and Table.8.3
    - o Social Media Integration with CRMs & E-Commerce and Future of Social Media Marketing in India- Refer to PH Table.8.4
  - o Features and Benefits of Social Media Tools and Platforms Refer to PH Table.8.5
    - o Comparison of Social Media Tools & Cost Optimization Strategies
      - o Comparison of Social Media Tools & Platforms and Cost Optimization Strategies- Refer to PH Table.8.6 and Table.8.7
      - o Best Practices for Cost-Effective Social Media Marketing Refer to PH Fig.8.1

## – Do 🗹

• Conduct an activity to help participants understand the impact of emerging social media platforms on digital marketing and how businesses can leverage them.

## - Activity 🖉

Objective	The purpose of this activity is to help participants understand the impact of emerg- ing social media platforms on digital marketing and how businesses can leverage them.
Materials required	<ul> <li>Presentation slides on emerging social media platforms</li> <li>Case studies of brands using new platforms effectively</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by discussing the rapid evolution of social media and why businesses need to adapt to new platforms.</li> <li>Present key emerging platforms (e.g., BeReal, Threads, Clubhouse) and their unique features.</li> <li>Explain how different industries can leverage these platforms for marketing.</li> <li>Share examples of brands successfully using emerging platforms.</li> <li>Divide participants into small groups and assign a platform.</li> <li>Ask each group to develop a brief marketing strategy for a brand using their assigned platform.</li> <li>Groups present their ideas, followed by discussion and feedback.</li> </ol>
Conclusion / What has been achieved	This activity helps participants understand the potential of emerging social media platforms in marketing and how to incorporate them into strategies.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask 🖾

- How do emerging social media platforms benefit marketing?
- Why is Twitter useful for real-time communication?
- What is the purpose of social media tools and platforms?
- Which social media platform does BYJU'S use for marketing?

## - Notes for Facilitation 🛽

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## – Elaborate

- Elaborate on the following topics:
  - o Type of Potential Audience for Social Media Tools and Platforms
    - o Combining Platforms for Overlapping Demographics & Behavioral Insights
      - o Multi-Platform Strategies for Overlapping Audiences and Behavioral Insights & Platform Selection- Refer PH Table.8.8 and Table.8.9
      - o Best Practices for Multi-Platform Marketing
  - o Key Considerations When Selecting Social Media Tools and Platforms Refer to PH Fig.8.2
    - o Metaverse, AI Analytics, and Localization for Indian Markets
      - AI-Powered Tools for Social Media Marketing and AR/VR & Metaverse Strategies for Retail-Refer to PH Table.8.10
      - o Localization & Regional Marketing Strategies- Refer to PH Table.8.11
      - o Best Practices for AI, AR/VR & Localization in Marketing- Refer to PH Fig.8.3



• "Let us proceed with another activity to help participants understand the importance of multi-platform marketing and best practices for effective implementation.

Objective	The purpose of this activity is to help participants understand the importance of multi-platform marketing and best practices for effective implementation.
Materials required	<ul> <li>Presentation slides on multi-platform marketing</li> <li>Case studies of successful campaigns</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of multi-platform marketing and its role in reaching a diverse audience.</li> <li>Explain key best practices:         <ul> <li>Tailoring content to each platform's audience.</li> <li>Maintaining brand consistency across platforms.</li> <li>Using platform-specific features effectively (e.g., reels for Instagram, threads for Twitter, stories for Facebook).</li> <li>Cross-promoting content strategically.</li> <li>Tracking and analyzing performance metrics for each platform.</li> </ul> </li> <li>Show examples of brands excelling in multi-platform marketing.</li> <li>Divide participants into small groups and assign a brand or product.</li> <li>Ask each group to create a mini multi-platform marketing plan for their assigned brand, choosing at least three platforms.</li> <li>Groups present their strategies, followed by feedback and discussion.</li> </ol>
Conclusion / What has been achieved	This activity helps participants learn how to create and implement effective multi-platform marketing strategies to maximize reach and engagement.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask

- Which social media ads tend to be more expensive?
- Which platforms support text-based engagement?
- What are the key strategies for AI, AR/VR, and localization in marketing?
- How do AI-powered avatars help in virtual stores?

### – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### - Explain 🖺

- Explain the following topics:
  - o Evaluation of Social Media Tools and Platforms for Business Use- Refer to PH Table.8.12
    - o Evaluating Social Media Tools & Platforms Using KPIs & Frameworks
      - o Key Performance Indicators (KPIs) for Platform Assessment- Refer to PH Table.8.13
      - o Frameworks for Systematic Evaluation- Refer to PH Table.8.14
      - o Best Practices for KPI-Driven Social Media Evaluation- Refer to PH Fig.8.4

### - Ask

- What is a limitation of Instagram for some industries?
- Which tool integrates well with LinkedIn and Facebook?
- Why should businesses consider cost-effectiveness in social media tools?
- How did Myntra decide its ad spend strategy?

### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### - Summarize | ء



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### Exercise

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 8.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. LinkedIn
  - 2. Sharing visual content like photos and videos
  - 3. Canva
  - 4. Pinterest
  - 5. Google Analytics
- Answer the following questions:
  - 1. What role do analytics tools play in social media management? Hint: Refer to PH section 8.1.1
  - 2. What are the key features of social media tools like scheduling, content curation, and reporting? Hint: Refer to PH section 8.1.2
  - **3.** How can businesses identify their target audience when choosing a social media platform? Hint: Refer to PH section 8.1.3
  - **4.** Why is integration with other business tools an important consideration? Hint: Refer to PH section 8.1.4
  - 5. How can businesses measure the return on investment (ROI) for social media tools? Hint: Refer to PH section 8.1.5

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=IEW0g2b3k1c

Various Tools and Platforms for Social Media Management



https://www.youtube.com/watch?v=Zhh81UPteSs

Platform and Tool Comparison











# 9. Developing Social Media Policy and Guidelines

Unit 9.1 Creating Guidelines and Policies for Social Media





### Key Learning Outcomes

At the end of this module, the trainee will be able to:

- 1. Explain how social media policy and guidelines can impact a business
- 2. Develop organisational policies and procedures for social media

### Unit 9.1 Creating Guidelines and Policies for Social Media

## - Unit Objectives 🦉

### At the end of this unit, the trainee will be able to:

- 1. Explain the legal and ethical responsibilities involved in social media
- 2. Describe the components of a business's social media policy and guidelines
- 3. Explain the importance of having a social media policy and guidelines
- 4. Explain the importance of having a reputation management policy
- 5. Describe the benefits of managing perception changes in a business's reputation
- 6. Describe how to manage perception changes in a business's reputation
- 7. Complaint handling and crisis management
- 8. List the terms of use for social media users along with privacy and security measures

### – Resources to be Used 🖉

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

# – Say 🖻

- "Let us gain knowledge and learn about the legal and ethical responsibilities of social media, the key components and importance of a social media policy, and the role of reputation management. We'll also discuss handling perception changes, complaint resolution, crisis management, and essential privacy and security measures for social media users."
- "Legal and ethical responsibilities on social media ensure businesses operate within laws and uphold moral standards."

## - Explain 🖺

- Explain the following topics:
  - o Legal and Ethical Responsibilities Involved in Social Media- Refer to PH Table 9.1 and Table.9.2
    - o Legal and Ethical Responsibilities Involved in Social Media
      - o New Legal Developments for Indian Companies Going Global-Refer to PH Table.9.3
      - o Challenges for Indian Retail Companies in Cross-Border Compliance and Key Areas of Compliance for Indian Businesses Expanding Abroad- Refer to PH Fig.9.1
  - o Components of a Business's Social Media Policy and Guidelines- Refer to PH Fig.9.2
    - o Components of a Business's Social Media Policy and Guidelines -Refer to PH Table.9.4
    - o Industry-Specific Compliance & Crisis Management Workflows
      - o Industry-Specific Social Media Regulations in India
        - o Compliance in Healthcare E-Retail & Digital Health Services-Refer to PH Table.9.5
        - o Compliance in E-Commerce & Consumer Protection-Refer to PH Table.9.6
        - o Sample Crisis Management Workflow and Real-World Case Studies: Crisis Management in Indian Retail- Refer to PH Fig.9.3 and Table.9.7

### – Do 🗹

• Conduct an activity to help participants understand the legal and ethical responsibilities associated with social media usage in marketing and communication.

Objective	The purpose of this activity is to help participants understand the legal and ethical responsibilities associated with social media usage in marketing and communication.
Materials required	<ul> <li>Case studies of legal or ethical violations on social media</li> <li>Handouts on social media laws and ethical guidelines</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by discussing why legal and ethical responsibilities are crucial in social media.</li> <li>Explain key legal aspects (e.g., data privacy, copyright laws, consumer protection).</li> <li>Discuss ethical considerations (e.g., transparency, misleading ads, responsible content).</li> <li>Present real-life cases of companies facing legal or ethical issues on social media.</li> <li>Divide participants into small groups and provide each group with a case study.</li> <li>Ask groups to analyze the case and suggest ways the company could have acted responsibly.</li> <li>Groups present their findings, followed by a discussion on best practices.</li> </ol>
Conclusion / What has been achieved	This activity helps participants gain awareness of the legal and ethical risks in socia media and learn responsible practices to ensure compliance.

### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.
- Ask 🖾
  - Why must platforms obtain consent before collecting personal data?
  - How can businesses ensure cultural sensitivity in their content?
  - What transparency steps did Nestlé take to regain consumer trust?
  - What law mandates grievance redressal mechanisms for social media platforms in India?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o Importance of Having a Social Media Policy and Guidelines
    - o Importance of a Social Media Policy and Guidelines- Refer to PH Table.9.8
      - o Benefits of Social Media Policy & Employee Training
        - o Metrics Showing the Impact of Social Media Policies- Refer to PH Table.9.9
        - o Employee Training on Social Media Guidelines- Refer to PH Table.9.10
  - o Importance of Having a Reputation Management Policy
    - o Key Benefits & Importance and Reputation Management Process Refer to PH Fig.9.4 and Table.9.11
      - o Sustainability & Sentiment Monitoring for Crisis Management
      - o Sustainability & CSR Campaigns on Social Media and Workflow for Sentiment Monitoring & Crisis Escalation- Refer to PH Fig.9.12 and Table.9.13



• "Let us proceed with an activity to help participants understand the need for a structured social media policy and guidelines to maintain brand reputation and compliance."

Objective	The purpose of this activity is to help participants understand the need for a structured social media policy and guidelines to maintain brand reputation and compliance.
Materials required	<ul> <li>Sample social media policies from various organizations</li> <li>Handouts outlining key elements of an effective policy</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the role of social media policies in ensuring responsible online behavior.</li> <li>Discuss key elements of a social media policy, such as confidentiality, appropriate content, and legal compliance.</li> <li>Present real-life examples of companies that faced backlash due to the absence of guidelines.</li> <li>Divide participants into small groups and provide them with a scenario (e.g., an employee posting sensitive company information online).</li> <li>Ask each group to draft a short social media guideline to handle the situation.</li> <li>Groups present their guidelines, followed by a discussion on the most effective strategies.</li> </ol>
Conclusion / What has been achieved	This activity helps participants understand the significance of having a social media policy and how it protects both the company and employees from potential risks.

# – Tips 👤

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

- Ask

- What role does social media policy play in reputation management?
- How did Flipkart's crisis response training impact brand sentiment?
- Why do companies use AI for sentiment monitoring?
- How does a reputation management policy prevent escalation?

### – Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### - Explain 🖞

0

- Explain the following topics:
  - Benefits of Managing Perception Changes in a Business's Reputation- Refer to PH Fig.9.5
  - o Perception Management for Small vs. Large Businesses
    - o Affordable Perception Management Tools for Small Businesses and Scalable Perception Management Strategies for Large Corporations- Refer to PH Table.9.14
    - Metrics Showing Perception Management Impact on Business Outcomes- Refer to PH Table.9.15
  - o Ways to Manage Perception Changes in a Business's Reputation
    - o Steps to Manage Perception Changes- Refer to PH Table.9.16
    - o AI-Powered Tools for Automating Perception Management
      - AI-Based Sentiment Analysis Tools and AI in E-Commerce vs. Tech Industry- Refer to PH Table.9.17 and Table9.18
      - o The Future of AI in Perception Management

### – Do 🗹

• Conduct an activity to help participants understand how perception management strategies differ for small and large businesses and their impact on brand image.

Objective	The purpose of this activity is to help participants understand how perception man- agement strategies differ for small and large businesses and their impact on branc image.
Materials required	<ul> <li>Case studies of small and large businesses</li> <li>Handouts outlining key perception management strategies</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the concept of perception management and why it matters for businesses of different sizes.</li> <li>Highlight key differences in how small and large businesses manage public per ception (e.g., personal branding vs. corporate branding, community engage ment vs. mass marketing).</li> <li>Present short case studies of a small business and a large business handling a perception crisis.</li> <li>Divide participants into small groups and assign them a business type (small o large).</li> <li>Ask each group to develop a perception management strategy for a given sce nario (e.g., negative online reviews, PR crisis, product launch).</li> <li>Groups present their strategies, followed by a discussion on best practices.</li> </ol>
Conclusion / What has been achieved	This activity helps participants gain insights into how businesses of different sizes shape their public image and respond to challenges effectively.

### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### - Ask ask

- Why do small businesses need affordable perception management tools?
- How does acknowledging issues openly help in perception management?
- What AI-driven strategies are used in e-commerce perception management?
- What are the future trends of AI in perception management?

### - Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o Complaint Handling and Crisis Management- Refer to PH Table.9.19 and Table.9.20
    - o Preventive Measures & Real-Time Crisis Management
      - Preventive Social Media Measures and Real-Time Crisis Management Tools- Refer to PH Table.9.21
      - o The Future of Crisis Management in Indian Retail
  - Terms of Use for Social Media Users Along with Privacy and Security Measures- Refer to PH Table.9.21 and Table.9.22
    - o Global Compliance, Cybersecurity, and Legal Safeguards
      - o International Compliance for Indian Companies and Advanced Cybersecurity Measures for Social Media Teams- Refer to PH Table.9.23 and Table.9.24
      - o Legal Safeguards Against Data Breaches



- How does Myntra handle order delay complaints?
- How will AI improve compliance monitoring?
- Why must brands encrypt customer data?
- What is the purpose of phishing awareness training?

### – Notes for Facilitation 🗐

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize 🗵

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### – Exercise 📝

- 1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 9.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. Protecting user data under laws like the IT Act, 2000
  - 2. Use hashtags like #Ad or #Sponsored for influencer promotions
  - 3. Consumer Protection Act, 2019
  - 4. Using traditional attire in respectful ads
  - 5. To clearly disclose sponsorships and promotional content
- Answer the following questions:
  - 1. What are the key legal and ethical responsibilities businesses must consider when using social media?

Hint: Refer to PH section 9.1.1

- Why is it essential for businesses to comply with data privacy laws on social media platforms? Hint: Refer to PH section 9.1.3
- 3. What are the primary components of a comprehensive social media policy for businesses? Hint: Refer to PH section 9.1.2

- 4. How can clear social media guidelines help employees represent the business effectively online? Hint: Refer to PH section 9.1.3
- 5. Why is having a social media policy critical for mitigating risks and maintaining brand consistency? Hint: Refer to PH section 9.1.8

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=hnpcj\_cflEU

Benefits of Managing Perception Changes in a Business's Reputation



https://www.youtube.com/watch?v=EenUoAdZGhA

Importance of Having a Social Media Policy and Guidelines









# Principles of Social Media Advertising and Promotion

Unit 10.1 Use of Promotional Campaigns on Social Networking Sites

Unit 10.2 National and International Legal and Organisational Guidelines for Social Networking Advertising/Promotional Campaigns





### Key Learning Outcomes

### At the end of this module, the trainee will be able to:

- 1. Explain the use of promotional campaigns on social networking sites
- 2. Explain the current national and international legal and organisational guidelines for a social networking advertising/promotional campaign

# Unit 10.1 Use of Promotional Campaigns on Social Networking Sites

### - Unit Objectives

### At the end of this unit, the trainee will be able to:

- 1. Define promotional campaigns on social networking sites
- 2. Compare different types of promotional campaigns on social networking sites
- 3. Explain why to use promotional campaigns on social networking sites
- 4. Explain the limitations imposed by social networking sites on promotional campaigns
- 5. Explain how to comply with restrictions on promotional campaigns on social networking sites
- 6. Explain the factors which could cause negative publicity when running a promotional campaign

### - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## — Do 🗹 -

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.



• "Let's embark on a journey to explore promotional campaigns on social networking sites, compare different types, and understand their benefits. We'll also discuss platform limitations, compliance with restrictions, and key factors that could lead to negative publicity."

### - Explain 🕎

- Explain the following topics:
  - o Promotional Campaigns on Social Networking Sites
    - o Key Characteristics of Promotional Campaigns– Refer to PH Fig.10.1
    - o Emerging Tools, Campaign Success Metrics & Regional Campaigns
      - Emerging AI & Predictive Analytics for Campaign Optimization and Metrics for Evaluating Social Media Campaign Success- Refer to PH Table.10.1 and Fig.10.2
    - o Understanding Long-Term vs. Short-Term Marketing Aims- Refer to PH Table10.2
    - o Summary: Balancing Long-Term & Short-Term Marketing Goals- Refer to PH Table10.3
  - Comparison of Various Types of Promotional Campaigns on Social Networking Sites- Refer to PH Table.10.4
    - o Highlighted Challenges- Refer to PH Table.10.5
- Do 🗸
  - Conduct an activity to help participants understand emerging marketing tools, key campaign success metrics, and how to adapt campaigns for regional audiences.

Objective	The purpose of this activity is to help participants understand emerging marketing tools, key campaign success metrics, and how to adapt campaigns for regional audiences.
Materials required	<ul> <li>Handouts on emerging marketing tools</li> <li>Case studies on successful regional campaigns</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by discussing the latest digital marketing tools (e.g., Al-driven analytics, automation platforms, geotargeting).</li> <li>Explain key campaign success metrics (e.g., conversion rates, engagement rates, ROI, customer acquisition cost).</li> <li>Discuss the importance of tailoring campaigns for regional markets (e.g., language, cultural preferences, platform preferences).</li> <li>Divide participants into small groups and assign each a regional campaign challenge.</li> <li>Ask each group to identify relevant tools and metrics to measure success in their scenario.</li> <li>Groups present their solutions, followed by a discussion on how emerging tools can enhance regional marketing efforts.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain insights into the latest marketing tools, un- derstand key performance metrics, and learn how to optimize campaigns for region- al audience.

### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### - Ask ask

- What is the purpose of a promotional campaign on social networking sites?
- Which platform is best suited for awareness campaigns?
- What does an objective-driven campaign focus on?
- What is an example of an advocacy campaign on social media?

### - Notes for Facilitation 🛽

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o Importance of Using Promotional Campaigns on Social Networking Sites- Refer to PH Fig.10.3
    - o Industry Statistics & Case Study of Local Campaigns and Key Takeaway
  - o Limitations Imposed by Social Networking Sites on Promotional Campaigns- Refer to PH Fig. 10.4
    - o Compliance Challenges for Indian Companies Expanding Abroad and Example: FMCG Companies & Facebook Ad Policy Changes- Refer to PH Table.10.6
  - Ways to Comply with Restrictions on Promotional Campaigns on Social Networking Sites- Refer to PH Fig.10.5
    - o Compliance Monitoring Tools & Training Programs
      - o Tools for Real-Time Compliance Monitoring and Training Programs for Marketing Teams-Refer to PH Table.10.7 and Table.10.8

### Say 뎙

• "Let's proceed with an activity to help participants understand the restrictions social networking sites impose on promotional campaigns and how to navigate them effectively."

Objective	The purpose of this activity is to help participants understand the restrictions socia networking sites impose on promotional campaigns and how to navigate them effectively.
Materials required	<ul> <li>Handouts listing platform-specific limitations (e.g., ad restrictions, content guidelines)</li> <li>Case studies of restricted campaigns</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining how social media platforms regulate promotional campaigns through policies and algorithms.</li> <li>Discuss common limitations, such as restricted content (e.g., alcohol, gambling), ad spending caps, audience targeting restrictions, and algorithmic reach limitations.</li> <li>Present real-world examples of campaigns that faced restrictions and how businesses adapted.</li> <li>Divide participants into small groups and provide each with a specific limitation scenario.</li> <li>Ask each group to brainstorm alternative strategies to overcome the given limitation.</li> <li>Groups present their solutions, followed by a discussion on best practices for compliant and effective campaigns.</li> </ol>
Conclusion / What has been achieved	This activity will help participants learn about the challenges posed by social media restrictions and develop strategies to optimize campaigns within platform guide- lines.

# - Tips 👤

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask ask

- Why is social media effective in reaching diverse demographic?
- How does social media advertising compare to traditional media in terms of cost?
- What do analytics tools help businesses measure in social media campaigns?
- Why do businesses rely on paid ads despite organic marketing?

### - Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Explain

- Explain the following topics:
  - Factors That Cause Negative Publicity When Running a Promotional Campaign- Refer to PH 0 Fig.10.6
    - **Risk Mitigation & Controversial Indian Campaigns** 0
      - o Risk Mitigation Strategies- Refer to PH Table.10.8
      - o Controversial Campaigns & Resolutions- Refer to PH Table.10.9

Ask ask

- How can cultural insensitivity in ads affect a brand?
- Why is proactive campaign management important in India?
- How can associating with controversial influencers affect a brand?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize /



- Summarize the session. •
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### Unit 10.2 National and International Legal and Organisational Guidelines for Social Networking Advertising/Promotional Campaigns

### - Unit Objectives

### At the end of this unit, the trainee will be able to:

- 1. Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts
- 2. Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster



- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.



"In this unit, we'll discuss the current national and international legal and organizational guidelines for social networking site advertisements and the importance of adhering to these guidelines in advertising and promotional campaigns."

### - Explain 🖞

• Explain the following topics:

o Current National and International Legal and Organisational Guidelines Relating to Social Networking Site Adverts- Refer to PH Fig.10.7-Fig.10.9

- o Compliance Case Studies: ASCI & CCI Regulations
  - o Positive Example: ASCI Compliance Boosting Brand Trust and Negative Example: CCI Fines for Non-Compliance
- International Standards Compliance: GDPR, DPDPA & CCI Regulations- Refer to PH Table.10.10
  - o Enhanced Organizational Guidelines for Compliance
- o Importance of Following Current National and International Legal and Organisational Guidelines for a Social Networking Advertising/Promotional Campaign - Refer to PH Fig.10.10
  - o Business & Consumer Benefits of Compliance
    - o Business Advantages- Refer to PH Table.10.11
    - o Consumer Advantages & Reputation Management
    - o Conclusion: Stakeholder Viewpoints
  - o Key Takeaways for Business & Consumer Benefits of Compliance

– Do 🗹

• Conduct an activity to help participants understand key international data protection standards (GDPR, DPDPA, and CCI regulations) and their impact on businesses.

Objective	The purpose of this activity is to help participants understand key international data protection standards (GDPR, DPDPA, and CCI regulations) and their impact on busi nesses.
Materials required	<ul> <li>Handouts summarizing GDPR, DPDPA, and CCI regulations</li> <li>Case studies on data privacy compliance</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by briefly explaining GDPR (EU), DPDPA (India), and CCI reg ulations (India's Competition Commission).</li> <li>Highlight the key principles of each regulation (e.g., consent, data minimization)</li> </ol>
	user rights, penalties).
	<ol><li>Discuss real-world case studies of companies facing legal action for non-compli ance.</li></ol>
	<ol> <li>Divide participants into small groups and assign them different compliance sce narios.</li> </ol>
	5. Ask each group to identify potential compliance risks and propose solutions.
	<ol> <li>Groups present their findings, followed by a discussion on best practices fo maintaining compliance.</li> </ol>
Conclusion / What	This activity will help participants develop an understanding of major data protec
has been achieved	tion regulations, their requirements, and strategies for ensuring compliance in busi ness operations.

### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

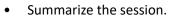
### - Ask

- Why must influencers disclose sponsored content?
- How do multinational brands ensure advertising compliance?
- What financial risks arise from non-compliance?
- How does DPDPA affect data storage in India?

### - Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### 🛾 Summarize / 🕭



- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### - Exercise 📝

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 10.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
  - Multiple choice questions:
  - 1. To achieve marketing objectives like increasing brand awareness, generating leads, or driving sales
  - 2. LinkedIn
  - 3. Myntra's End of Reason Sale
  - 4. Lead Generation Campaign
  - 5. To track campaign performance and refine strategies

• Answer the following questions:

1. Why is it critical for businesses to comply with national and international legal guidelines when running social media ads?

Hint: Refer to PH section 10.2.1

2. What are the key legal guidelines businesses must follow when advertising on social networking sites?

Hint: Refer to PH section 10.1.1

- **3.** How do promotional campaigns on social networking sites increase brand visibility? Hint: Refer to PH section 10.1.2
- 4. What challenges do businesses face when running promotional campaigns on social networking sites due to platform policies?

Hint: Refer to PH section 10.1.4

5. How can businesses ensure their promotional campaigns align with the rules of social networking sites?

Hint: Refer to PH section 10.1.5

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=OOAk8xjgB2s

Importance of Using Promotional Campaigns on Social Networking Sites



https://www.youtube.com/watch?v=ulKXRiRI8rs

Limitations Imposed by Social Networking Sites on Promotional Campaigns









RAS/N0616



# Develop a Social Media Strategy for Marketing and Advertising Campaigns

Unit 11.1 Use of Digital Vouchers for Marketing

Unit 11.2 Strategic Social Media Planning for Marketing and Advertising Campaigns



### Key Learning Outcomes

### At the end of this module, the trainee will be able to:

- 1. Explain the use digital vouchers for marketing purposes
- 2. Prepare an implementation plan to execute advertising and marketing campaigns on social networking site
- 3. Perform monitoring and review performance of social media marketing and advertising campaign performance
- 4. Identify and recommend improvements to the campaign

### Unit 11.1 Use of Digital Vouchers for Marketing

### - Unit Objectives 🦉

### At the end of this unit, the trainee will be able to:

- 1. Define the term digital vouchers
- 2. Explain the potential uses of digital vouchers
- 3. Discuss the current disadvantages of digital vouchers
- 4. Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers
- 5. Explain methods of managing a digital voucher system
- 6. Explain how to measure the effectiveness of a digital voucher campaign

### – Resources to be Used 🖄

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### - Say 🔎

• "Let's dive into this session to explore the digital vouchers, explore their potential uses, and discuss current disadvantages. We'll also cover how to overcome barriers in using digital vouchers for customer acquisition and retention, methods for managing a digital voucher system, and how to measure the effectiveness of a digital voucher campaign."

### – Explain 🖺

- Explain the following topics:
  - o Digital Vouchers Refer to PH Fig.11.1
    - o Successful Digital Voucher Promotions & Impact
      - o Case Study: Amazon Prime Day Vouchers and Data on Digital Voucher Effectiveness- Refer to PH Table.11.1
      - o Best Practices for Successful Digital Voucher Campaigns Refer to PH Fig.11.2
  - o Potential Uses of Digital Vouchers- Refer to PH Table.11.2
    - o Digital Voucher Use in Fintech & Ed-Tech Sectors and B2B-Specific Use Cases- Refer to PH Table.11.3 and Table.11.4
  - o Disadvantages of Digital Vouchers- Refer to PH Table.11.5
    - o Preventing Fraud & Avoiding Brand Damage in Digital Vouchers and Negative Impact of Excessive Couponing– Refer to PH Fig.11.3 and Fig.11.4

### - Do 🗸

 Conduct an activity to help participants understand the limitations and challenges associated with digital vouchers in business transactions.

Objective	The purpose of this activity is to help participants understand the limitations and challenges associated with digital vouchers in business transactions.
Materials required	<ul> <li>Case studies of failed digital voucher campaigns</li> <li>List of common issues faced with digital vouchers</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the growing use of digital vouchers in market ing and sales.</li> <li>Discuss common disadvantages, such as fraud risks, limited customer engage ment, redemption complexities, and dependency on digital literacy.</li> <li>Present real-world examples where digital vouchers led to business losses o customer dissatisfaction.</li> <li>Divide participants into small groups and give them a scenario where a company faces challenges due to digital vouchers.</li> <li>Ask each group to identify potential issues and suggest solutions to overcome them.</li> <li>Groups present their findings, followed by a discussion on best practices fo managing digital voucher limitations.</li> </ol>
Conclusion / What has been achieved	

### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### – Ask 🖾

- How are digital vouchers distributed?
- What incentives do digital vouchers provide?
- Why were the Prime Day vouchers successful?
- How are digital vouchers used for cross-promotions?

### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o Ways to Overcome Barriers to Using Digital Vouchers for Acquisition and Retention of Customers-Refer to PH Table.11.6
    - o Key Benefits of Addressing Barriers
    - o Long-Term B2B Voucher Strategies & Referral Schemes
      - o B2B Voucher Programs: Driving Client Retention & Sales and Combining Referral & Voucher Strategies for Growth- Refer to PH Table.11.7
      - o Key Takeaways for an Effective B2B & Referral Voucher Strategy
  - o Methods to Manage Digital Voucher Systems- Refer to PH Fig.11.5-Fig.11.11
    - o AI-Driven Analytics & ERP Integration for Voucher Systems
      - o AI for User Trend Tracking and ERP Integration for Scalability

### - Say 🖻

 "Let's proceed further with an activity to help participants understand effective long-term B2B voucher strategies and referral schemes to drive business growth."

Objective	The purpose of this activity is to help participants understand effective long-term B2B voucher strategies and referral schemes to drive business growth.
Materials required	<ul> <li>Case studies on successful B2B voucher programs</li> <li>Sample referral program structures</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the importance of vouchers and referral schemes in B2B marketing.</li> <li>Discuss different types of vouchers (e.g., bulk discounts, milestone-based rewards, exclusive partner deals).</li> <li>Explain key elements of successful referral programs (e.g., incentives, trust-building, tracking systems).</li> <li>Share real-world examples of companies using these strategies effectively.</li> <li>Divide participants into small groups and assign them a hypothetical B2B company scenario.</li> <li>Ask each group to design a long-term voucher strategy and a referral scheme tailored to their scenario.</li> <li>Groups present their strategies, followed by a discussion on potential improvements and industry best practices.</li> </ol>
Conclusion / What has been achieved	This activity will help participants learn how to design and implement long-term voucher and referral strategies to enhance customer retention and business expansion.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask ask

- How can businesses overcome technical limitations in digital vouchers?
- How does fraud prevention build customer trust in digital vouchers?
- Why should businesses offer incentives to both referrers and new users?
- What is the role of ERP in digital voucher management?

### - Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Explain 🖺

- Explain the following topics:
  - o Ways to Measure the Effectiveness of a Digital Voucher Campaign– Refer to PH Table.11.8
    - o Social Listening & Benchmarking for Performance Evaluation
      - o Social Listening Tools for Consumer Sentiment- Refer to PH Table.11.9
      - o Identifying Gaps & Benchmarking- Refer to PH Fig.11.12
      - o Key Takeaways for Social Listening & Benchmarking

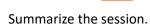
- Ask

- Which tool helps track brand mentions across social media?
- What does a high Redemption Rate indicate?
- Why should businesses use benchmarking?

### – Notes for Facilitation $\square$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize



- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

# Unit 11.2 Strategic Social Media Planning for Marketing and Advertising Campaigns

### – Unit Objectives 🙋

### At the end of this unit, the trainee will be able to:

- 1. Explain the factors to consider when creating social networking site adverts
- 2. Explain the importance of identifying the required outcomes from the social networking advertising campaigns
- 3. Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site
- 4. Explain why a social networking advertising campaign might fail
- 5. Explain methods of monitoring social networking site advertising campaigns
- 6. Identify changes that might be required for a social networking advertising campaign based on monitoring results

### – Resources to be Used 🤷

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## – Say 🖻

• "Let's explore key factors in creating social networking site adverts, the importance of defining campaign outcomes, and the benefits of running multiple campaigns in parallel. We'll also discuss reasons for campaign failure, methods for monitoring performance, and how to make adjustments based on results."

### - Explain 🖞

ο

- Explain the following topics:
  - Factors to Consider When Creating Social Networking Site Adverts- Refer to PH Table.11.10
  - o AR/VR & Platform Diversification to Overcome Algorithm Changes
    - o AR/VR Enhancing Engagement and Overcoming Algorithm Changes- Refer to PH Fig.11.13 and Fig.11.14
  - o Importance of Identifying the Required Outcomes from Social Networking Advertising Campaigns- Refer to PH Table.11.11
    - o KPIs & Customer Journey Mapping for Performance Prediction
      - o Key Social Media KPIs and Customer Journey Mapping– Refer to PH Table.11.12
  - o Advantages of Creating More Than One Advertising Campaign Running in Parallel on the Same Social Networking Site- Refer to PH Fig.11.15
    - o Benefits of Parallel Campaigns- Refer to PH Table.11.13
    - o Maximizing Resources & A/B Testing to Prevent Viewer Fatigue
      - o Frameworks for Efficient Resource Allocation and A/B Testing to Prevent Viewer Fatigue-Refer to PH Table.11.14
- Do 🗸
  - Conduct an activity to help participants understand how Augmented Reality (AR), Virtual Reality (VR), and platform diversification can help marketers adapt to changing social media algorithms.

Objective	The purpose of this activity is to help participants understand how Augmented Re- ality (AR), Virtual Reality (VR), and platform diversification can help marketers adapt to changing social media algorithms.
Materials required	<ul> <li>Case studies of brands using AR/VR</li> <li>List of social media platforms and their algorithm updates</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining how frequent algorithm changes affect social media reach and engagement.</li> <li>Discuss the importance of platform diversification in maintaining audience reach.</li> <li>Present examples of brands successfully using AR/VR to engage users.</li> <li>Divide participants into small groups and assign each group a different platform (Instagram, TikTok, Meta, YouTube, etc.).</li> <li>Each group brainstorms AR/VR strategies that can enhance user engagement and bypass algorithm restrictions on their assigned platform.</li> <li>Groups present their ideas, followed by a discussion on the effectiveness of AR/VR in marketing.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how AR/VR technology and multi-plat- form strategies can help brands maintain visibility despite algorithm changes.

### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### - Ask

- How does ad timing and frequency affect engagement?
- What is the advantage of a targeted approach in social media ads?
- Why do premium membership campaigns use story and banner ads?
- How do festive sale campaigns impact seasonal sales?

### - Notes for Facilitation $\square$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### – Elaborate

- Elaborate on the following topics:
  - o Reasons for Failure of Social Networking Advertising Campaigns
    - o Handling Macroeconomic Issues & Internal Team Coordination
      - o Adjusting Campaigns to Economic Factors and Team Communication for Preventing Failures- Refer to PH Table.11.15
  - Methods to Monitor Social Networking Site Advertising Campaigns- Refer to PH Fig.11.16
    - o Metrics to Monitor Campaign Performance- Refer to PH Table.11.16
    - o AI-Powered Sentiment Analysis & Qualitative Data Integration
      - o AI for Deeper User Sentiment Analysis and Qualitative Surveys Enhancing Metrics- Refer to PH Fig.11.17
  - o Changes That Might Be Required for A Social Networking Advertising Campaign Based on Monitoring Results- Refer to PH Table.11.17
    - o Competitive Analysis & Automated Performance Optimization
      - Competitive Analysis Tools and Automated Performance Adjustments- Refer to PH Table.11.18 and Table.11.19



• "Let's proceed further with an activity to help participants understand the key methods for tracking and evaluating the performance of advertising campaigns on social networking sites."

Objective	The purpose of this activity is to help participants understand the key methods fo tracking and evaluating the performance of advertising campaigns on social net working sites.
Materials required	<ul> <li>Sample social media ad campaign analytics</li> <li>List of key performance indicators (KPIs)</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the importance of monitoring social media ac campaigns to ensure effectiveness.</li> <li>Discuss key metrics such as impressions, click-through rates (CTR), engagemen rates, conversion rates, and return on ad spend (ROAS).</li> <li>Present real-world examples of successful and failed ad campaigns.</li> <li>Divide participants into small groups and provide each group with a sample ac campaign report.</li> <li>Ask each group to analyze the report and identify areas of success and area needing improvement.</li> <li>Groups present their findings, followed by a discussion on best practices for campaign monitoring.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain practical knowledge of monitoring technique and learn how to optimize social media advertising campaigns effectively.

## – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### - Ask

- What does CTR measure in a social media ad campaign?
- Why would a winterwear campaign perform poorly in southern India?
- How do low-quality visuals affect an ad's credibility?
- How does CRM integration improve ad targeting and campaign effectiveness?
- Why should businesses track ROI when allocating their ad budget?

### - Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize ,

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### - Exercise 📝

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 11.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. Electronic codes or coupons for promotional benefits
  - 2. Myntra
  - 3. Customers may not have enough time to use them
  - 4. Facebook Ads Manager
  - 5. The ad content is compelling and relevant
- Answer the following questions:
  - 1. What are the potential uses of digital vouchers?

Hint: Refer to PH section 11.1.2

2. How can identifying the desired outcomes improve the effectiveness of a social networking advertising campaign?

Hint: Refer to PH section 11.2.2

3. What are the benefits of running multiple advertising campaigns simultaneously on the same social networking platform?

Hint: Refer to PH section 11.2.3

4. What are common ways to measure the effectiveness of a digital voucher campaign?

Hint: Refer to PH section 11.1.6

5. How can businesses effectively monitor the performance of their social networking site advertising campaigns?

Hint: Refer to PH section 11.2.5

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=Pu7R3xkFaI8

Potential Uses of Digital Vouchers



https://www.youtube.com/watch?v=mPiWWnJsVGw&t=95s

Metrics to Monitor Campaign Performance









# 12. Monitoring and Evaluation of Social Media Use

Unit 12.1 Social Media Monitoring and Evaluation





## Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain how social media fits into the objectives and marketing of a business
- 2. Identify the factors that impact social media plans for business
- 3. Explain the importance of portraying the brand value to the audience

#### Unit 12.1 Social Media Monitoring and Evaluation

## - Unit Objectives 🦾

#### At the end of this unit, the trainee will be able to:

- 1. Explain the importance of benchmarking industry best practices in using social media
- 2. Explain how to monitor the use of social media
- 3. Explain the importance of measuring the outcomes of using different social media tools and platforms
- 4. Explain why SMARTER (Specific, measurable, attainable, relevant, timely, evaluate, re-evaluate) targets should be set for different social media tools and platforms
- 5. Describe the methods a business can use to measure and identify success of different social media tools and platforms
- 6. Describe what success could look like when using different social media tools and platforms for different types and sizes of business

#### – Resources to be Used 🤷

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## - Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

# – Say 🔎

• "Let's explore the importance of benchmarking industry best practices in social media, monitoring its use, and measuring outcomes across different platforms. We'll also discuss setting SMARTER targets, methods for identifying success, and what success looks like for businesses of various types and sizes."

#### – Explain 🖤

- Explain the following topics:
  - o Importance of Benchmarking Industry Best Practices in Using Social Media- Refer to PH Table.12.1
    - o Benchmarking for International Competitiveness & Social Listening
      - o Global Benchmarking Examples and Real-Time Benchmarking & Social Listening Tools-Refer to PH Table.12.2 and Table.12.3
      - o Methods for Real-Time Benchmarking- Refer to PH Fig.12.1
  - o Ways to Monitor the Use of Social Media- Refer to PH Fig.12.2
    - o AI-Based Platforms for Predictive Monitoring & Sentiment Analysis
      - o AI-Based Platforms and Role of Sentiment Analysis in Campaign Evaluation- Refer to PH Table.12.4 and Table.12.5

#### – Do 🗹

• Conduct an activity to help participants understand various methods for monitoring social media usage, ensuring brand reputation, and improving engagement.

#### – Activity 🔊

Objective	The purpose of this activity is to help participants understand various methods for monitoring social media usage, ensuring brand reputation, and improving engagement.
Materials required	<ul> <li>List of social media monitoring tools (e.g., Hootsuite, Google Alerts, Sprout Social)</li> <li>Case studies of effective social media monitoring</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the importance of monitoring social media activities for brands and individuals.</li> <li>Discuss different aspects of social media monitoring, such as tracking mentions, analyzing engagement, and identifying trends.</li> <li>Present an overview of popular social media monitoring tools and their key features.</li> <li>Divide participants into small groups and assign each group a scenario (e.g., monitoring brand mentions, responding to negative feedback, tracking competitor activity).</li> <li>Each group discusses how they would use social media monitoring tools to address their assigned scenario.</li> <li>Groups present their findings, followed by a discussion on best practices for effective social media monitoring.</li> </ol>
Conclusion / What has been achieved	This activity will help participants learn practical methods to track and analyze socia media activity, helping them optimize engagement and manage online reputation effectively.

#### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask ask

- How does benchmarking improve performance?
- How can Indian retailers benchmark customer engagement?
- What does sentiment analysis help businesses understand?
- How did Flipkart address neutral sentiment in its video ads?

#### - Notes for Facilitation 🛽

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - Importance of Measuring Outcomes of Using Different Social Media Tools and Platforms
     Refer to PH Fig.12.3
    - o Enhancing Results through A/B Testing & Key Indicators
      - o A/B Testing for Strategy Optimization and Key Performance Indicators (KPIs) for A/B Testing- Refer to PH Table.12.6 and Table.12.7
      - o Impact of Specific Indicators on Results- Refer to PH Table.12.8
  - o Reason for Setting SMARTER (Specific, Measurable, Attainable, Relevant, Timely, Evaluate, Re-Evaluate) Targets for Different Social Media Tools and Platforms- Refer to PH Fig.12.4
    - o Using SMARTER Goals for Team Coordination
      - SMARTER Goals for Collaboration and Tools for SMARTER Goal Planning & Tracking- Refer to PH Table.12.9 and Table.12.10

#### Say 🤷

• "Let's proceed further with an activity to help participants understand the SMARTER goal-setting framework and its role in improving team coordination and performance."

Objective	The purpose of this activity is to help participants understand the SMARTER goal- setting framework and its role in improving team coordination and performance.
Materials required	<ul> <li>Handouts explaining SMARTER (Specific, Measurable, Achievable, Relevant- Time-bound, Evaluated, and Reviewed) goals</li> <li>Case studies of successful team coordination</li> <li>Whiteboard and markers</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining the importance of goal-setting in team coordination.</li> <li>Discuss the SMARTER framework and its components.</li> <li>Provide an example of a poorly defined goal and show how to refine it using the SMARTER method.</li> <li>Divide participants into small groups and assign each group a different team-related scenario (e.g., meeting deadlines, improving communication, increasing productivity).</li> <li>Each group formulates a SMARTER goal for their scenario.</li> <li>Groups present their SMARTER goals, followed by a discussion on how these goals enhance team coordination.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how to create and implement SMART- ER goals to improve team efficiency, communication, and overall coordination.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask

- How does the SMARTER framework help businesses in social media campaigns?
- Why do companies use Microsoft Planner for SMARTER goals?
- How does the reevaluation step improve SMARTER goal-setting?
- Why is structured planning important in retail marketing?

#### - Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Explain 🖤

- Explain the following topics:
  - o Methods Adopted by Businesses to Measure and Identify Success of Different Social Media Tools and Platforms- Refer to PH Table.12.11
    - o Using Qualitative Information in Performance Assessments
      - o Importance of Qualitative Information and Comparing Industry Leaders with Metrics-Refer to PH Table.12.12 and Table.12.13
    - o Visualisation of Success When Using Different Social Media Tools and Platforms for Different Types and Sizes of Business- Refer to PH Table.12.14
      - o Visualizing Performance Metrics & Public Campaign Indicators
        - Performance Metrics by Company Size and Dashboard Example for a Large Retailer (Flipkart) - Refer to PH Table.12.15
        - o Success Indicators for Public Campaigns & Non-Profits- Refer to PH Table.12.16

#### - Do 🗹

• Conduct an activity to help participants understand how different social media tools and platforms contribute to business success based on business type and size.

#### \_ Activity 🏼 🎘

Objective	The purpose of this activity is to help participants understand how different socia media tools and platforms contribute to business success based on business type and size.
Materials required	<ul> <li>Chart papers and markers</li> <li>Printed or digital examples of businesses using different social media platforms</li> <li>Whiteboard for discussion</li> </ul>
Steps/procedure	<ol> <li>Introduce the topic by explaining how social media platforms vary in their im pact on small, medium, and large businesses.</li> <li>Show examples of businesses successfully using different social media tools (e.g., Instagram for small businesses, LinkedIn for B2B, Facebook for branc awareness).</li> <li>Divide participants into small groups and assign each group a different business type (e.g., startup, local store, large corporation, B2B service).</li> <li>Ask each group to visualize and sketch a success roadmap using the best-suited social media tools for their assigned business type.</li> <li>Each group presents their visualization, explaining why they chose specific plat forms and strategies.</li> <li>Facilitate a discussion on key takeaways and best practices for leveraging social media effectively.</li> </ol>
Conclusion / What has been achieved	This activity will help participants gain a clearer understanding of how different busi nesses can optimize social media strategies for success.

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask ask

- What does audience growth measure?
- What are the benefits of combining qualitative and quantitative data?
- Why does Swiggy prioritize response time?
- How does a medium business measure Instagram success?
- Why do small businesses track local engagement metrics?

#### - Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize 🖉

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### – Exercise 📝

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 12.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. To adopt proven methods and innovative ideas
  - 2. Amul
  - 3. It highlights strengths and weaknesses in strategies
  - 4. By observing its competitors' successful strategies
  - 5. Facebook Insights

#### • Answer the following questions:

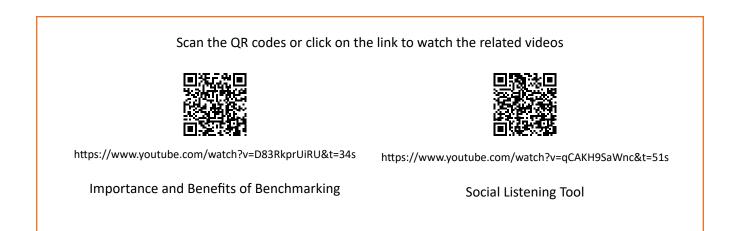
1. How can benchmarking industry best practices help businesses improve their social media strategies?

Hint: Refer to PH section 12.1.1

2. What are the visual indicators that show the alignment of social media performance with business goals?

Hint: Refer to PH section 12.1.6

- 3. What methods do businesses use to assess the success of paid and organic social media efforts? Hint: Refer to PH section 12.1.2
- 4. How do SMARTER goals enhance the effectiveness of social media strategies? Hint: Refer to PH section 12.1.4
- 5. Why is it essential to measure the impact of each social media platform separately? Hint: Refer to PH section 12.1.5









RAS/N0617



# 13. Developing OnlineCustomer ServiceStandards forOrganisation

Unit 13.1 Understanding the Customer Journey in an Online Environment

Unit 13.2 Principles, Standards, and Best Practices of Online Customer Service

Unit 13.3 Using Data to Enhance Online Customer Service Standards



#### Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain the relation between online customer service standards and retention of customers
- 2. Explain how to achieve organisations positive customer relations
- 3. Explain the strategies for implementation of online customer service standards
- 4. Develop online customer service standards for an organisation

# Unit 13.1 Understanding the Customer Journey in an Online Environment

#### - Unit Objectives 🙆

At the end of this unit, the trainee will be able to:

- 1. Illustrate the stages of a customer journey in an e-commerce/ online service environment
- 2. Identify the customer service touchpoints during journey in an e-commerce/online service environment of the customer
- 3. Discuss the significance of customer service touch points
- 4. Discuss the key legal and ethical considerations related to customer service standards

#### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

#### – Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

#### Say 🔎

• "Let's explore the stages of a customer journey in an e-commerce or online service environment, identify key customer service touchpoints, and discuss their significance. We'll also cover essential legal and ethical considerations related to customer service standards."

#### - Explain 🕎

- Explain the following topics:
  - o Stages of Customer Journey in an E-commerce/Online Service Environment- Refer to PH Table.13.1
    - o Role of Voice Assistants & Chatbots in the Customer Journey for Indian Retail
      - o How AI Assistants Transform Awareness & Purchase Phases- Refer to PH Table.13.2
        - o Importance of Continuous Feedback in Enhancing AI Assistant Performance- Refer to PH Table.13.3
  - o Customer Service Touchpoints During the Journey in an E-commerce/Online Service Environment- Refer to PH Fig.13.1
    - o Efficient Touchpoint Management & Omnichannel Strategies in Indian Retail
      - Examples of Touchpoint Management Tools and Importance of Omnichannel Strategies-Refer to PH Table.13.4

#### – Do 🗸

 Conduct an activity to help participants understand how voice assistants and chatbots enhance customer experience, streamline retail operations, and improve customer engagement in the Indian retail sector.

Objective	The purpose of this activity is to help participants understand how voice assistants and chatbots enhance customer experience, streamline retail operations, and im- prove customer engagement in the Indian retail sector.
Materials required	<ul> <li>Presentation slides on voice assistants &amp; chatbots in retail</li> <li>Short case studies or real-life examples</li> <li>Handouts with chatbot and voice assistant applications</li> <li>Whiteboard or flip chart</li> </ul>
Steps/procedure	<ol> <li>Begin with a brief introduction to voice assistants (e.g., Alexa, Google Assistant and chatbots in Indian retail.</li> <li>Explain their role in customer service, order tracking, and personalized recom- mendations.</li> <li>Present real-life examples (e.g., chatbots used by Flipkart, Amazon, or retai banking services).</li> <li>Divide participants into small groups.</li> <li>Assign each group a specific retail function (customer support, product recom- mendations, feedback collection, etc.).</li> <li>Ask each group to brainstorm and list ways chatbots/voice assistants can im- prove their assigned function.</li> <li>Each group presents their ideas briefly.</li> <li>Conclude with a discussion on how these technologies shape the future of Indi- an retail.</li> </ol>
Conclusion / What has been achieved	This activity will help participants recognize the impact of voice assistants and chat- bots in improving customer service, boosting efficiency, and personalizing the shop- ping experience in Indian retail.

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask ask

- What are the five key stages of the customer journey in an online environment?
- How do AI assistants impact the customer journey in Indian retail?
- Why is a unified customer experience important?
- How do chatbots assist in the purchase phase?

#### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - o Key Legal and Ethical Considerations Related to Customer Service Standards- Refer to PH Fig. 13.3
    - o International Regulations & Ethical AI Use in Customer Service in Indian Retail
      - o Overview of Key Regulations- Refer to PH Table.13.7
      - o Ethical AI Use in Customer Service- Refer to PH Table.13.8



- Why must Indian retailers adopt ethical AI practices?
- How does Tata Digital comply with CCPA?
- What is the purpose of the Consumer Protection Act?

#### - Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

#### Summarize 🔎



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. •

#### Unit 13.2 Principles, Standards, and Best Practices of Online **Customer Service**

#### Unit Objectives 6

At the end of this unit, the trainee will be able to:

- 1. Explain the principles of customer service and their application in an online environment
- 2. Explain the significance of industry standards and best practices of online customer service standards
- 3. Explain the characteristics of tools used throughout the customer journey to obtain customer data

#### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

# Sav

"Let's discuss the principles of customer service and how they apply in an online environment, the significance of industry standards and best practices, and the tools used to gather customer data throughout their journey."

#### - Explain 🖞

- Explain the following topics:
  - o Principles of Customer Service and Their Application in an Online Environment- Refer to PH Table.13.9
    - o Scaling Customer Care While Maintaining Guidelines
      - o Methods for Scaling Customer Support and Role of AI in Consistency & Faster Response-Refer to PH Table.13.10 and Table13.11
      - o Benefits of AI in Scaling Customer Support
  - o Significance of Industry Standards and Best Practices of Online Customer Service Standards- Refer to PH Fig.13.4
    - o ASCI Guidelines, ISO Standards & Best Practices
      - o ASCI Guidelines and ISO 10002: Customer Satisfaction & Complaint Handling- Refer to PH Table.13.12 and Table13.13
      - o Comparing Best Practices in Customer Support

#### – Do 🗸

• Conduct an activity to help participants understand how AI improves customer support by enhancing efficiency, reducing response time, and providing 24/7 assistance.

– Activity 🔊
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Objective	The purpose of this activity is to help participants understand how AI improves customer support by enhancing efficiency, reducing response time, and providing 24/7 assistance.
Materials required	<ul> <li>Presentation slides on AI in customer support</li> <li>Short case studies or real-life examples</li> <li>Handouts listing AI benefits in customer service</li> <li>Whiteboard or flip chart</li> </ul>
Steps/procedure	<ol> <li>Introduce AI in customer support, explaining how it helps businesses handled high volumes of queries efficiently.</li> <li>Highlight key AI-driven tools like chatbots, virtual assistants, and automated ticketing systems.</li> <li>Share real-world examples of AI-powered customer support in companies like Swiggy, Zomato, and banking apps.</li> <li>Divide participants into small groups.</li> <li>Assign each group a specific customer support challenge (e.g., long wait times, repetitive queries, handling complaints).</li> <li>Ask each group to brainstorm and list how AI can help solve their assigned challenge.</li> <li>Each group presents their ideas briefly.</li> <li>Conclude with a discussion on how AI improves both customer experience and operational efficiency.</li> </ol>
Conclusion / What has been achieved	This activity will help participants recognize how AI enhances customer support by reducing wait times, providing instant responses, and improving overall service quality.

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask ask

- How does responsiveness apply in an online environment?
- What is the benefit of expanding remote customer support teams?
- How do ASCI guidelines impact customer trust?
- Why is multilingual support important for global businesses?

#### - Notes for Facilitation [

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - o Characteristics of Tools Used Throughout the Customer Journey to Obtain Customer Data– Refer to PH Table.13.14
    - o Comparing Tools & Customer Journey Flowchart
      - o Benefits & Drawbacks of Customer Support Tools- Refer to PH Table.13.15
      - o Customer Journey Flowchart- Refer to PH Fig.13 (a)
      - o Example: Swiggy Instamart- Refer to PH Fig.13 (b)



- Which company uses feedback forms to assess delivery experiences?
- What do social media listening tools monitor?
- How do businesses optimize customer support processes??
- What is the primary function of a CRM system?

#### – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

#### Summarize 🔎



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. •

# Unit 13.3 Using Data to Enhance Online Customer Service Standards

#### - Unit Objectives 🖾

#### At the end of this unit, the trainee will be able to:

- 1. Analyse customer data for characteristics and behaviour
- 2. Explain how data sources are integrated to form a customer profile
- 3. Classify different types of customer profiles and suitable online service standards
- 4. Explain how data is used to develop online customer service standards
- 5. Explain how data is used to prioritise customer retention strategies

#### - Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

#### - Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

# - Say 🔎

- "Let's explore how customer data is analyzed for behavior and characteristics, how data sources integrate to form customer profiles, and the classification of different profiles. We'll also discuss how data informs online service standards and helps prioritize customer retention strategies."
- "Analyzing customer data enables businesses to uncover patterns, understand preferences, and predict purchasing behaviours."
- "Let us study in detail."

#### - Explain 🖺

- Explain the following topics:
  - o Analysing Customer Data for Characteristics and Behaviour- Refer to PH Fig.13.7
    - o Example Table: Data Insights- Refer to PH Table.13.16
    - o Data Analysis Tools & Extracting Insights
    - o Data Tools for Customer Service and How Insights Are Extracted- Refer to PH Table.13.17
    - Ways Data Sources Are Integrated to Form a Customer Profile- Refer to PH Table.13.18
    - o Data Integration Challenges & Solutions
      - Challenges in Data Integration and Solutions to Data Integration Challenges- Refer to PH Table.13.19 and Table.13.20
      - o Example: Customer Profile & Its Uses

## - Do 🗹

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• Conduct an activity to help participants understand how data tools enhance customer service by improving response time, personalizing interactions, and streamlining support processes.

Objective	The purpose of this activity is to help participants understand how data tools en hance customer service by improving response time, personalizing interactions, and streamlining support processes.
Materials required	<ul> <li>Presentation slides on popular customer service data tools (e.g., CRM software chat analytics, sentiment analysis tools)</li> <li>Handouts listing key data tools and their features</li> <li>Case study on how businesses use data tools for customer support</li> <li>Whiteboard or flip chart (optional)</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of data tools in modern customer service.</li> <li>Explain key tools such as:         <ul> <li>CRM Software (e.g., Salesforce, Zoho CRM): Tracks customer interactions and preferences.</li> <li>Chat &amp; Sentiment Analysis (e.g., Zendesk, Freshdesk): Analyzes customer emotions and feedback.</li> <li>Al Chatbots (e.g., Drift, Intercom): Automates responses and provides in stant support.</li> </ul> </li> <li>Share a case study of a company successfully using data tools to improve cus tomer experience.</li> <li>Divide participants into small groups.</li> <li>Assign each group a specific customer service challenge (e.g., slow response times, handling complaints, improving personalization).</li> <li>Ask each group to select a data tool and discuss how it can solve their assigned challenge.</li> <li>Each group presents their solution briefly.</li> <li>Conclude with a discussion on how data tools enhance efficiency and customer satisfaction.</li> </ol>
Conclusion / What has been achieved	This activity will help participants recognize how data tools streamline customer service operations, leading to better engagement, faster responses, and improved customer satisfaction.

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask 🔤

- How does Amazon India use segmentation?
- What is trend identification in customer analysis?
- Why is data integration important?
- What issue does delayed syncing cause?

#### - Notes for Facilitation 📗

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - Classification of Different Types of Customer Profiles and Suitable Online Service Standards
     Refer to PH Table.13.21
    - o Converting Inactive & Price-Sensitive Customers
      - o Strategies for Customer Reactivation and RFM Analysis for Customer Segmentation– Refer to PH Table.13.22 and Table.13.23
  - o Ways in Which Data is Used to Develop Online Customer Service Standards- Refer to PH Fig.13.8
    - o Strategies for Implementation of Online Customer Service Standards- Refer to PH Fig.13.9
    - o Develop Online Customer Service Standards for an Organisation- Refer to PH Table.13.24
    - o Retention Metrics & Predictive Analytics
      - o Key Retention Metrics- Refer to PH Table.13.25
      - o Using Predictive Analytics

#### - Say 🔎

• "Let's proceed further with an activity to help participants understand the concept of customer reactivation and how RFM (Recency, Frequency, Monetary) analysis helps in effective customer segmentation."

Objective	The purpose of this activity is to help participants understand the concept of cus- tomer reactivation and how RFM (Recency, Frequency, Monetary) analysis helps in effective customer segmentation.
Materials required	<ul> <li>Presentation slides explaining customer reactivation strategies and RFM analysis</li> <li>Examples of customer segmentation based on RFM analysis</li> <li>Handouts on customer reactivation strategies and RFM components</li> <li>Whiteboard or flip chart (optional)</li> </ul>
Steps/procedure	<ol> <li>Introduce the concepts of customer reactivation and RFM analysis.</li> <li>Explain RFM analysis:         <ul> <li>Recency: How recently a customer has made a purchase.</li> <li>Frequency: How often the customer makes a purchase.</li> <li>Monetary: How much money the customer spends.</li> </ul> </li> <li>Present examples of customer reactivation strategies (e.g., personalized emails, special offers, loyalty programs).</li> <li>Divide participants into small groups.</li> <li>Assign each group a customer segment (e.g., high frequency, low recency) and ask them to create a reactivation strategy for their segment using RFM analysis.</li> <li>Each group presents their customer reactivation plan briefly.</li> <li>Conclude with a discussion on how RFM analysis helps businesses better target and re-engage customers.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how RFM analysis works in segment- ing customers and how targeted reactivation strategies can improve customer re- tention and sales.

#### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

# - Ask

- What is Amazon India's benchmark for responding to customer queries?
- How does ICICI Bank handle unresolved customer issues?
- What does Net Promoter Score (NPS) measure?
- How does Flipkart use NPS surveys?

#### – Notes for Facilitation 🗐

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### · Explain 🖺

- Explain the following topics:
  - o Ways in Which Data is Used to Prioritise Customer Retention Strategies- Refer to PH Table.13.25
    - o Steps to Prioritize Retention- Refer to PH Fig.13.10
    - o Ways to Achieve Organisation's Positive Customer Relations- Refer to PH Fig.13.11

#### Ask ask

- How does online customer service impact customer retention?
- Why is leveraging customer data essential for retention?
- What is a key benefit of maintaining positive customer relations?
- How does technology enhance customer relations?

#### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize |

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

### Exercise

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 13.
- 2. Ensure that the participants have opened the correct page for the activity.
- 3. Give them 20 minutes to complete the exercise.
- 4. Exercise Hints:
- Multiple choice questions:
  - 1. Awareness
  - 2. Flipkart allowing users to compare smartphone features
  - 3. Feedback Collection
  - 4. By sending reminders about abandoned carts
  - 5. HDFC Bank
- Answer the following questions:
  - 1. What are the main stages of the customer journey in an e-commerce environment? Hint: Refer to PH section 13.1.1
  - 2. How is customer feedback data used to improve online customer service standards? Hint: Refer to PH section 13.3.4
  - 3. What are the main types of customer profiles used in e-commerce? Hint: Refer to PH section 13.3.3
  - 4. Why are customer service touchpoints critical to customer satisfaction? Hint: Refer to PH section 13.1.3
  - 5. How can best practices in online customer service improve customer retention? Hint: Refer to PH section 13.2.2

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=bEL8nYo9xn4

Stages of Customer Journey in an E-commerce/ Online Service Environment



https://www.youtube.com/watch?v=TemCspiguGo

Ways Data Sources Are Integrated to Form a Customer Profile









# 14. Review Online Customer Service Standard

Unit 14.1 Evaluation of Online Customer Service Standard Unit 14.2 Review and Evaluate Online Customer Services Standards





#### Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

- 1. Explain evaluation process for online customer service standards
- 2. Review and evaluate online customer service of an organisation

#### Unit 14.1 Evaluation of Online Customer Service Standard

#### - Unit Objectives 🦉

#### At the end of this unit, the trainee will be able to:

- 1. Explain the elements of performance indicators used to evaluate online customer service standards
- 2. Explain how organisations engage with customers with different customer profiles
- 3. Discuss the methods of communication for good customer relations
- 4. Explain the significance of complaints policy and procedures
- 5. Review an organisation's crisis management procedures
- 6. Explain how CRM tools contribute to effective customer relations
- 7. Explain the role of community in customer relations
- 8. Explain how feedback is used for positive customer relations

#### - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

#### - Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## – Say 🔎

- "Let's delve into elements of performance indicators used to evaluate online customer service, how
  organizations engage with customers based on different profiles, and effective communication methods
  for maintaining good customer relations."
- "We'll also discuss the importance of complaints policies, crisis management procedures, the role of CRM tools and communities, and how feedback contributes to positive customer relations."
- "Performance indicators are essential for evaluating the effectiveness of online customer service standards. They provide measurable metrics that allow organizations to assess how well they are meeting customer needs and expectations."

#### - Explain 🖞

- Explain the following topics:
  - o Elements of Performance Indicators Used to Evaluate Online Customer Service Standards- Refer to PH Table.14.1
    - o Evaluation Process for Online Customer Service Standards- Refer to PH Table.14.2
    - o Example: Amazon India's Evaluation Process
    - o Review and Evaluation of Online Customer Service of an Organization
    - o Key Aspects of Online Customer Service Evaluation- Refer to PH Fig.14.1
    - o Understanding Customer Effort Score (CES) in Retail Marketing (India)
  - o Ways in Which Organisations Engage with Customers from Different Customer Profiles- Refer to PH Table.14.3
    - o Expanding Customer Profiles for Emerging Segments in Indian Retail
      - o Emerging Customer Segments in Indian Retail and Strategies for Diversified Engagement-Refer to PH Table.14.4

#### - Do 🗸

• Conduct an activity to help participants understand how businesses identify and expand customer profiles for emerging retail segments in India.

Objective	The purpose of this activity is to help participants understand how businesses iden- tify and expand customer profiles for emerging retail segments in India.
Materials required	<ul> <li>Presentation slides on customer profiling and emerging retail segments in India</li> <li>Handouts with demographic and behavioral characteristics of emerging customer groups</li> <li>Case study on a retail brand expanding into a new segment</li> <li>Whiteboard or flip chart</li> </ul>
Steps/procedure	<ol> <li>Introduce the concept of customer profiling and its importance in retail expansion.</li> <li>Explain key emerging segments in Indian retail, such as:         <ul> <li>Gen Z digital shoppers</li> <li>Rural e-commerce buyers</li> <li>Eco-conscious consumers</li> <li>Luxury retail aspirants</li> </ul> </li> <li>Share a case study of a retail brand successfully expanding its customer base.</li> <li>Divide participants into small groups.</li> <li>Assign each group an emerging customer segment.</li> <li>Ask each group to create a customer profile, including:         <ul> <li>Age, income level, shopping behavior, preferences</li> <li>Marketing strategies to attract this segment</li> </ul> </li> <li>Each group presents their customer profile and strategy briefly.</li> <li>Conclude with a discussion on how expanding customer profiles helps businesses es tap into new opportunities.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand how retailers analyze and adapt to new consumer trends, allowing them to expand their market reach effectively.

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask ask

- What does Resolution Time track?
- How does WhatsApp-based shopping help brands engage customers?
- Why does Myntra analyze CSAT and NPS scores regularly?
- What does a high CES (7-10) indicate?

#### - Notes for Facilitation $\lfloor$

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - o Methods of Communication for Good Customer Relations- Refer to PH Fig.14.2
    - o Effective Communication Channels for Different Clientele in Indian Retail
      - o Matching Channels to Customer Needs and The Future of Video & WhatsApp Support in Indian Retail- Refer to PH Table.14.5
  - o Significance of Complaints Policy and Procedures- Refer to PH Table.14.6
    - o Leveraging Complaint Feedback for Policy Improvements in Indian Retail
      - o How Businesses Use Complaint Feedback for Policy Changes- Refer to PH Table.14.7
      - o AI-Powered Complaint Resolution in Indian Retail

# Say "Let's proceed further with an activity to help participants understand the importance of having a clear

complaints policy and procedures in place to handle customer grievances effectively."

Objective	The purpose of this activity is to help participants understand the importance of having a clear complaints policy and procedures in place to handle customer griev- ances effectively.
Materials required	<ul> <li>Presentation slides on complaints policy and procedures</li> <li>Handouts outlining key steps in handling complaints</li> <li>Case study on a company managing customer complaints successfully</li> <li>Whiteboard or flip chart</li> </ul>
Steps/procedure	<ol> <li>Introduce the importance of a complaints policy in ensuring customer trust and business reputation.</li> <li>Explain the key steps in handling complaints:         <ul> <li>Receiving and recording the complaint</li> <li>Acknowledging the issue</li> <li>Investigating and resolving</li> <li>Following up with the customer</li> <li>Implementing improvements</li> </ul> </li> <li>Share a case study where a company successfully handled complaints and improved customer satisfaction.</li> <li>Divide participants into small groups.</li> <li>Provide each group with a sample customer complaint scenario (e.g., late delivery, defective product, poor customer service).</li> <li>Ask each group to create a step-by-step response using the complaint handling procedure.</li> <li>Each group presents their approach briefly.</li> <li>Conclude with a discussion on how a well-structured complaints policy helps businesses build trust and retain customers.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the importance of a structured com- plaints policy in improving customer satisfaction and business reputation.

#### Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

#### - Ask

- Can you give an example of a brand using email marketing?
- Which company uses live chat for customer support?
- How do businesses use social media for customer engagement?
- How can businesses use complaints for improvements?

#### – Notes for Facilitation 🖃

- Allow one or two students to answer the questions.
- Write down the correct answer on the board. •

## Summarize 🗵



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions. •
- Answer their queries. •

# Unit 14.2 Review and Evaluate Online Customer Services Standards

#### – Unit Objectives 🙆

- 1. Review an organisation's crisis management procedures
- 2. Explain how CRM tools contribute to effective customer relations
- 3. Explain the role of community in customer relations
- 4. Explain how feedback is used for positive customer relations

#### - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

#### – Do 🗸

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## - Say 🔎

• "Let's dive into the organization's crisis management procedures, discuss how CRM tools enhance customer relations, explore the role of community in building strong relationships, and understand how feedback contributes to fostering positive customer interactions."

#### - Explain 🖞

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- Explain the following topics:
  - Ways to Review an Organisation's Crisis Management Procedures- Refer to PH Fig.14.3
  - o Post-Crisis Activity Review & Social Media Listening in Indian Retail
    - o Steps for Post-Crisis Review and Importance of Social Media Listening- Refer to PH Table.14.8
  - Ways in Which CRM Tools Contribute to Effective Customer Relations
    - o Benefits of CRM Tools- Refer to PH Fig.14.4
  - o Role of Community in Customer Relations
    - o Benefits of Community in Customer Relations- Refer to PH Fig.14.5
    - o Sentiment Analysis & Overcoming Feedback Challenges in Indian Retail
      - o How Sentiment Analysis Uncovers Deep Customer Insights- Refer to PH Fig.14.8
      - o Overcoming Feedback Challenges

#### – Do 🗹

• Conduct an activity to help participants understand how Customer Relationship Management (CRM) tools enhance business operations, improve customer interactions, and drive sales growth.

Objective	The purpose of this activity is to help participants understand how Customer Rela- tionship Management (CRM) tools enhance business operations, improve customer interactions, and drive sales growth.
Materials required	<ul> <li>Presentation slides on CRM tools (e.g., Salesforce, Zoho CRM, HubSpot)</li> <li>Handouts listing key benefits of CRM tools</li> <li>Case study on a company successfully using a CRM tool</li> <li>Whiteboard or flip chart</li> </ul>
Steps/procedure	<ol> <li>Introduce CRM tools and their role in managing customer relationships effectively.</li> <li>Explain the key benefits of CRM tools, including:         <ul> <li>Improved customer data management</li> <li>Better customer segmentation and targeting</li> <li>Automation of sales and support processes</li> <li>Enhanced customer satisfaction and retention</li> </ul> </li> <li>Share a case study of a business that improved operations using a CRM tool.</li> <li>Divide participants into small groups.</li> <li>Assign each group a business scenario (e.g., handling customer complaints, managing sales leads, tracking customer interactions).</li> <li>Ask each group to discuss how a CRM tool can help in their assigned scenario.</li> <li>Each group presents their findings briefly.</li> <li>Conclude with a discussion on how CRM tools improve efficiency and customer engagement.</li> </ol>
Conclusion / What has been achieved	This activity will help participants understand the value of CRM tools in optimizing customer interactions, automating processes, and driving business success.

#### - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask

- How does Zoho CRM help SMEs in India?
- What is a common challenge in gathering customer feedback?
- Why is vague feedback a challenge for retailers?
- How does sentiment analysis categorize customer feedback?

#### - Notes for Facilitation 🕒

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### - Elaborate l 🟶

- Elaborate on the following topics:
  - o Ways in Which Feedback is Used for Positive Customer Relations
    - o Use of Feedback in Positive Customer Relations- Refer to PH Fig.14.6
    - o Overcoming Bias & Poor Response Rates in Feedback Analysis for Indian Retail
      - o Extracting Deeper Insights with Sentiment Analysis- Refer to PH Table.14.9
      - o Solutions for Common Feedback Issues



- How does feedback help businesses improve their services?
- Why are automated survey follow-ups important?
- What tools help detect fake reviews?
- What was the outcome of Flipkart's AI-driven service improvements?

#### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize 2



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Exercise

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1. 14.
- 2. Ensure that the participants have opened the correct page for the activity.
- Give them 20 minutes to complete the exercise. 3.
- Exercise Hints: 4.
- Multiple choice questions:
  - To evaluate the effectiveness of service standards 1.
  - First Response Time (FRT) 2.
  - 3. Satisfaction levels after service interactions
  - 4. Myntra
  - 5. Frees up time to focus on complex issues
- Answer the following questions:
  - 1. How can customer feedback be used to improve products and services? Hint: Refer to PH section 14.2.4
  - 2. What role do social media groups play in fostering a sense of community among customers? Hint: Refer to PH section 14.2.3
  - 3. How do CRM tools improve communication between organisations and customers? Hint: Refer to PH section 14.2.2
  - 4. What are the most effective methods of communication for maintaining good customer relations?

Hint: Refer to PH section 14.1.3

5. Why is it important for organisations to have a well-defined complaints policy? Hint: Refer to PH section 14.1.4

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=kwf-TSpDoyA

Benefits of CRM Tools



https://www.youtube.com/watch?v=5XL1kXvh\_40

Methods of Communication for Good Customer Relations







RAS/N0142

Retailers Association's Skill Council of India

# 15. Provide Leadership to the Team

Unit 15.1: Leadership Styles and Team Management Unit 15.2: Coaching, Feedback, and Creativity Unit 15.3: Goal Setting



## Key Learning Outcomes

#### At the end of this module, the trainee will be able to:

1. Demonstrate leadership skills

#### Unit 15.1: Leadership Styles and Team Management

## Unit Objectives 🦉

#### At the end of this unit, the trainee will be able to:

- 1. Discuss the role of leadership in guiding and managing teams within the retail sector
- 2. Describe the characteristics of various leadership styles and their applicability in the ever-changing world of retail business
- 3. State the impact of leadership styles on team performance and innovation
- 4. List the ways to motivate staff and encourage the team members

## - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## Say 🔎

• "Let's explore the role of leadership in managing retail teams, the characteristics of different leadership styles, and their impact on team performance and innovation. We'll also discuss effective ways to motivate staff and encourage team members in the dynamic retail environment."

## - Explain 🖺

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- Explain the following topics:
  - Role of Leadership in Guiding and Managing Teams Within the Retail Sector
  - o Core Leadership Skills and Key Roles of Leadership- Refer to PH Table.15.1 and Table.15.2
  - o Characteristics of Various Leadership Styles and Their Applicability in the Ever-changing World of Retail Business- Refer to PH Fig.15.1
    - o Understanding Hybrid Leadership- Refer to PH Fig.15.2
    - o Types of Hybrid Leadership Styles in Retail
    - o Effects of Hybrid Leadership Styles on the Evolution of Retail- Refer to PH Table.15.3
      - New Leadership Positions and Technology-Driven Retail Operations
      - o Emerging Leadership Roles in Retail- Refer to PH Table.15.4
      - o Using Technology to Improve Retail Operations- Refer to PH Table.15.5

#### – Do 🗹

• Conduct an activity to help participants understand and recognize different hybrid leadership styles and their application in retail management.

Objective	The purpose of this activity is to help participants understand and recognize different hybrid leadership styles and their application in retail management.
Materials required	<ul> <li>Handouts explaining different hybrid leadership styles (e.g., transformationa and transactional, servant and charismatic)</li> <li>Markers and flipchart or whiteboard</li> <li>Sticky notes or index cards</li> </ul>
Steps/procedure	<ol> <li>Start by introducing the concept of hybrid leadership and its relevance in retai management, where leaders combine elements of different leadership styles to suit their team and goals.</li> <li>Divide participants into small groups (3-4 members per group).</li> </ol>
	<ul> <li>3. Provide each group with a brief explanation of one hybrid leadership style, such as:</li> <li>Transformational + Transactional</li> <li>Servant + Charismatic</li> <li>Authoritative + Democratic</li> </ul>
	<ol> <li>Instruct each group to discuss the style they've been given and think about how it can be applied in retail settings to drive performance, customer engagement and team morale.</li> </ol>
	<ol> <li>Ask the groups to write down the key characteristics and potential challenges of their assigned style on sticky notes or index cards.</li> </ol>
	<ol><li>Have each group present their findings and give examples of how the style could work in a retail environment.</li></ol>
	<ol> <li>Facilitate a discussion about the strengths and weaknesses of hybrid leadership styles in retail and how to adapt leadership approaches to fit different situa tions.</li> </ol>
	<ol> <li>Conclude by summarizing how combining different leadership traits can benefit retail teams and enhance performance.</li> </ol>

**Conclusion / What** This activity will help participants understand the practical application of hybrid leadership styles in retail, enhancing their ability to adapt leadership approaches to improve team productivity and customer satisfaction.

## - Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask

- How did Future Group leaders demonstrate effective communication?
- What is the role of visionary guidance in leadership?
- What is an example of autocratic and servant leadership in retail?
- How did Reliance Retail use autocratic leadership during COVID-19?
- How does AI improve retail operations?

#### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### – Elaborate

- Elaborate on the following topics:
  - o Impact of Leadership Styles on Team Performance and Innovation- Refer to PH Fig.15.3 and Fig.15.4
    - o Drawbacks of Leadership Philosophies and Strategies to Overcome Them
      - o Drawbacks of Leadership Philosophies and Solutions Refer to PH Table.15.6
      - o Best Practices for Encouraging Innovation in Retail Teams
  - o Ways to Motivate Staff and Encourage Team Members- Refer to PH Fig.15.5
    - o Fostering Intrinsic Motivation in Retail Teams
      - o Methods for Fostering Intrinsic Motivation Refer to PH Table.15.7
      - o Tailoring Motivational Strategies for Multigenerational Retail Teams Refer to PH Table. 15.8



\* "Let's proceed further with an activity to help participants explore effective ways to motivate staff and encourage team members in a retail environment."

Objective	The purpose of this activity is to help participants explore effective ways to motivate staff and encourage team members in a retail environment.
Materials required	<ul> <li>Handouts with motivational strategies (e.g., recognition, team-building activities, personal development)</li> <li>Markers and chart paper</li> <li>Sticky notes or index cards</li> </ul>
Steps/procedure	<ol> <li>Begin by discussing the importance of motivation and encouragement in improving team performance, morale, and customer service in retail.</li> <li>Divide participants into small groups (3-4 members per group).</li> <li>Provide each group with a different motivational strategy to discuss, such as:         <ul> <li>Recognition and rewards</li> <li>Team-building activities</li> <li>Opportunities for career development</li> </ul> </li> <li>Instruct each group to brainstorm specific actions they can take using their assigned strategy to motivate staff in a retail setting.</li> <li>Ask the groups to write down their ideas on sticky notes or index cards.</li> <li>Have each group present their ideas and share how they would implement these strategies in real-life retail scenarios.</li> <li>Facilitate a discussion about the different motivational techniques and the potential impact they can have on team performance and customer satisfaction.</li> <li>Conclude by summarizing how a combination of strategies can create a positive and motivated work environment in retail.</li> </ol>
Conclusion / What has been achieved	This activity will help participants identify practical ways to motivate and encourage their team members, enhancing their leadership and management skills to improve team performance and customer service.

## - Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask -

- Define transformational leadership.
- How can companies address democratic leadership issues?
- Why is training and upskilling important for innovation?
- How does aligning tasks with personal values improve motivation?
- Can you give an example of motivating Gen Z in retail?

#### - Notes for Facilitation [

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Unit 15.2: Coaching, Feedback, and Creativity

## - Unit Objectives 🦾

#### At the end of this unit, the trainee will be able to:

- 1. Explain the importance of coaching and providing constructive feedback to team members
- 2. Discuss the characteristics of various coaching styles
- 3. State the importance of recognizing and encouraging creativity in the team
- 4. Describe the significance of teamwork, including its impact on productivity and customer engagement

## Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## – Say 🖻

• "Let's learn and discuss the importance of coaching and providing constructive feedback to team members, explore various coaching styles, and understand the significance of recognizing creativity within the team. We'll also cover the impact of teamwork on productivity and customer engagement."

## – Explain 🖞

- Explain the following topics:
  - Importance of Coaching and Providing Constructive Feedback to Team Members Refer to PH Fig.15.6
    - o Establishing a Structure for Giving Constructive Feedback
      - o Structure for Giving Constructive Feedback in Retail- Refer to PH Table.15.9
      - o Techniques for Retail Teams to Receive Feedback Remotely- Refer to PH Table.15.10
  - o Characteristics of Various Coaching Styles
    - o Coaching Styles and their Applications- Refer to PH table.15.11
    - o Overcoming Obstacles in Coaching Retail Teams & The Role of Al-Driven Insights
      - o Common Obstacles in Coaching Retail Teams & Strategies to Overcome Them- Refer to PH table.15.12
      - o Role of AI-Driven Insights in Tailoring Coaching Styles- Refer to PH table.15.13

#### – Do 🗹

• Conduct an activity to help participants understand different coaching styles and how they influence learning, development, and performance.

Steps/procedure       1.         2.       3.         4.       5.	<ul> <li>Presentation slides on different coaching styles (e.g., directive, democratic, transformational, holistic)</li> <li>Handouts summarizing key characteristics of each coaching style</li> <li>Case study on how coaching styles impact employee or learner performance</li> <li>Whiteboard or flip chart (optional)</li> <li>Introduce the concept of coaching and its role in personal and professional development.</li> <li>Explain key coaching styles, including:</li> <li>Directive Coaching (focus on structured guidance and instruction)</li> <li>Democratic Coaching (involves collaboration and feedback)</li> </ul>
2. 3. 4. 5.	<ul> <li>velopment.</li> <li>Explain key coaching styles, including:</li> <li>Directive Coaching (focus on structured guidance and instruction)</li> </ul>
7. 8.	<ul> <li>Transformational Coaching (aims at personal growth and motivation)</li> <li>Holistic Coaching (considers overall well-being and mindset)</li> <li>Share a case study on how a leader or mentor effectively used different coaching styles.</li> <li>Divide participants into small groups.</li> <li>Assign each group a specific coaching style.</li> <li>Ask each group to create a short role-play or discussion scenario showcasing their assigned coaching style.</li> <li>Each group presents their role-play or discussion briefly.</li> <li>Conclude with a discussion on when to use different coaching styles based on the situation and individual needs.</li> </ul>
Conclusion / What This	s activity will help participants identify various coaching styles, their key charac-

#### – Tips 🖳

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## - Ask ask

- How does coaching help bridge skill gaps in retail?
- Which company appreciates team efforts during seasonal campaigns to boost morale?
- What model is used to provide constructive feedback effectively?
- Why should feedback encourage a two-way conversation?

#### - Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### - Elaborate

- Elaborate on the following topics:
  - o Importance of Recognizing and Encouraging Creativity in the Team Refer to PH Fig.15.7
    - o Encouraging Exploration & Learning from Failure in Retail Teams
      - Strategies for Promoting Exploration & Accepting Failure as a Teaching Moment- Refer to PH Table.15.14
      - o Using Digital Collaboration Platforms & Design Thinking Tools to Foster Creativity- Refer to PH Table.15.15 and Table.15.16
  - Significance of Teamwork Including its Impact on Productivity and Customer Engagement- Refer to PH Fig.15.8
    - o Cross-Functional Collaboration in Retail: Success Stories & Overcoming Challenges
      - o Examples of Successful Cross-Functional Collaboration in Retail- Refer to PH Table.15.17
      - Common Teamwork Challenges in Retail & Methods to Foster Cohesion- Refer to PH Table.15.18

## – Say 🖻

• "Let's proceed further with an activity to help participants understand the significance of teamwork, how it enhances productivity, and its role in improving customer engagement."

Objective	The purpose of this activity is to help participants understand the significance or teamwork, how it enhances productivity, and its role in improving customer engage ment.
Materials required	<ul> <li>A few printed case scenarios highlighting teamwork vs. lack of teamwork in a workplace</li> <li>Small whiteboard or chart paper</li> <li>Markers or pens</li> </ul>
Steps/procedure	<ol> <li>Begin with a short introduction on teamwork and its impact on workplace efficiency and customer satisfaction.</li> <li>Divide participants into small groups (3-4 members per group).</li> <li>Provide each group with a short case scenario (one where teamwork is effective and one where it is lacking).</li> <li>Instruct each group to read and discuss their scenario.</li> <li>Ask them to list the key takeaways, such as how teamwork affected productivite and customer experience.</li> <li>Have each group present their findings in 1-2 minutes.</li> <li>Facilitate a discussion by asking:         <ul> <li>How did teamwork (or lack of it) impact the work environment?</li> <li>How can better teamwork improve productivity and customer relationships</li> </ul> </li> </ol>
Conclusion / What has been achieved	This activity will help participants recognize the value of teamwork in increasing productivity and improving customer interactions.

## - Tips 👤

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask 🖾

- What is the purpose of post-failure reviews?
- What was the outcome of Swiggy's design thinking approach?
- How does Reliance Retail utilize Notion?
- Why is it important to encourage failure in retail innovation?

### - Notes for Facilitation 🗏

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize 🗵

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Unit 15.3: Goal Setting

- Unit Objectives 🦉

At the end of this unit, the trainee will be able to:

1. Discuss the importance of developing SMART team objectives

#### - Resources to be Used 🖉

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

## – Do 🗹

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## Say 🤦

• "Let's discuss the importance of developing SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) team objectives and how they contribute to effective goal-setting and team success."

## Explain 🕎

- Explain the following topics:
  - o Importance of Developing Smart Team Objectives Refer to PH Fig.15.9
    - o SMART Objectives in Iterative, Long-Term Retail Projects
      - o SMART Objectives for Iterative, Long-Term Retail Projects- Refer to PH Table.15.19
      - o Integrating SMART Goals with Agile Methodologies in Retail- Refer to PH Table.15.20



Conduct an activity to help participants understand the importance of SMART objectives in planning and executing long-term retail projects effectively.

Objective	The purpose of this activity is to help participants understand the importance of SMART objectives in planning and executing long-term retail projects effectively.					
Materials required	<ul> <li>A few example retail project ideas (e.g., store expansion, customer loyalty pro- gram, e-commerce integration)</li> <li>Printed handouts explaining SMART (Specific, Measurable, Achievable, Rele- vant, Time-bound) criteria</li> <li>Markers and chart paper</li> </ul>					
Steps/procedure	<ol> <li>Begin with a brief explanation of SMART objectives and their importance in managing long-term retail projects.</li> <li>Divide participants into small groups (3-4 members per group).</li> <li>Provide each group with a retail project idea.</li> <li>Ask them to define one SMART objective for their given project. Example: "Increase customer retention by 20% in the next 12 months through a loyalty rewards program."</li> <li>Instruct each group to present their SMART objective and explain how it meets the SMART criteria.</li> <li>Facilitate a discussion on why setting clear objectives is essential for iterative, long-term projects.</li> <li>Summarize key takeaways and encourage participants to apply SMART objec- tives in real-life scenarios.</li> </ol>					
Conclusion / What has been achieved	This activity will help participants develop goal-setting skills for long-term retail projects by applying the SMART framework, improving strategic thinking and project planning.					

## - Tips 📮

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## – Ask

- Why should goals align with organizational priorities?
- How do agile methodologies support SMART goals in retail?
- Why are frequent reviews important in agile retail projects?
- What is the significance of setting realistic goals?

#### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

#### Summarize / 🕭



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

#### Exercise 🔟

- Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1. 15
- 2. Ensure that the participants have opened the correct page for the activity.
- Give them 20 minutes to complete the exercise. 3.
- **Exercise Hints:** 4.
- Multiple choice questions:
  - 1. Communication
  - 2. Flipkart adjusting logistics during COVID-19 lockdowns
  - 3. Transformational Leadership
  - 4. Servant Leadership
  - 5. Specific, Measurable, Achievable, Relevant, Time-bound
- Answer the following questions:
  - 1. What are the key responsibilities of a leader in guiding and managing teams within the retail sector?

Hint: Refer to PH section 15.1.1

2. Why is coaching important for improving team member performance, and how can it be effectively integrated into retail management practices?

Hint: Refer to PH section 15.2.1

- 3. How does teamwork contribute to productivity and customer engagement in retail settings? Hint: Refer to PH section 15.2.4
- 4. What are the benefits of developing SMART objectives for retail teams, and how do they support organizational goals?

Hint: Refer to PH section 15.3.1

How can constructive feedback be delivered in a way that inspires growth and improves team 5. performance in the retail sector?

Hint: Refer to PH section 15.2.1

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=\_z7AC8yJxRU

Ways to Motivate Staff and Encourage Team Members



https://www.youtube.com/watch?v=xa7SaeNjN8I

Impact of Leadership Styles on Team Performance and Innovation







Retailers Association's Skill Council of India

# 16. Employability Skills



(DGT/VSQ/N0103)

Scan the QR codes or click on the link for the e-books



https://www.skillindiadigital.gov.in/content/list







Transforming the skill landscape



## 17. Annexures

Annexure I: Training Delivery Plan Annexure II: Assessment Criteria Annexure III: QR Code (s)



#### Annexure I

## **Training Delivery Plan**

Training Delivery Plan						
Program Name:	Marketing Manager (E-com	nmerce)				
Qualification Pack Name & Ref. ID	RAS/Q0606					
Version No.	1.0	Version Update Date	01-11-23			
Pre-requisites to Training (if any)	No licensing or statutory approvals required for the training					
Training Outcomes	<ol> <li>Develop an e-commerce</li> <li>Design an e-commerce</li> <li>Plan, Prepare and revie</li> <li>Prepare a digital market</li> <li>Monitor and review pe</li> <li>Develop social media p</li> <li>Develop a social media campaigns.</li> </ol>	website. website. websital marketing strategie eting plan. rformance of digital marketin policy and guidelines. marketing strategy for marketing strategy for ma	es. ng plan. eting and advertising			

Marketing Manager E-commerce

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	1. Planning an E-commerce	Understanding E-Commerce and Its Business Impact Understanding E-Commerce and Its Business Impact (Contd) Understanding E-Commerce and Its Business Impact (Contd)	<ul> <li>Describe e-commerce activities used by businesses</li> <li>Explain differences between e-commerce and traditional retail</li> <li>Describe the impact of e-commerce on society</li> </ul>	RAS/ N0613		Business Case document indicating the needs for the business to be transformed or elevated through e-commerce channel, Computer – Laptop/ Desktop with MS Office and internet facility; access to e-commerce and social media sites for research and study.	7 Theory 03:00 Practical 04:00 7 Theory 03:00 Practical 04:00 7 Theory 03:00 Practical 04:00
		Understanding E-Commerce and Its Business Impact (Contd) Understanding E-Commerce and Its Business Impact (Contd)	<ul> <li>Analyse impacts of introducing e-commerce to a business</li> <li>Explain the advantages and disadvantages of e-commerce to customers</li> <li>Describe customer experience of e-commerce technologies</li> </ul>				7 Theory 03:00 Practical 04:00 7 Theory 03:00 Practical 04:00
		Understanding E-Commerce and Its Business Impact (Contd)					7 Theory 03:00 Practical 04:00
		Risk Management, Security, and Financial Considerations in E-Commerce Risk Management, Security, and Financial Considerations in E-Commerce (Contd)	<ul> <li>Discuss the contingency and risk mitigation strategies that need to be adopted into e-commerce strategy</li> <li>Describe features of technology that support secure management of data</li> </ul>				7 Theory 03:00 Practical 04:00 7 Theory 03:00 Practical 04:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Risk Management, Security, and Financial Considerations in E-Commerce (Contd)					7 Theory 03:00 Practical 04:00
		Risk Management, Security, and Financial Considerations in E-Commerce (Contd)	<ul> <li>Describe the current legislation and legal requirements related to online purchasing and e-commerce</li> <li>Explain the financial implications to a business of implementing</li> </ul>				7 Theory 03:00 Practical 03:00
		Risk Management, Security, and Financial Considerations in E-Commerce (Contd)	e-commerce systems				6 Theory 03:00 Practical 03:00
		Risk Management, Security, and Financial Considerations in E-Commerce (Contd)					6 Theory 03:00 Practical 03:00
		Planning E-commerce Website Development	<ul> <li>Explain features of an e-commerce website required by businesses</li> <li>Describe solutions available to develop e-commerce websites</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer		6 Theory 03:00 Practical 03:00
		Planning E-commerce Website Development (Contd)			and Group Discussion		6 Theory 03:00 Practical 03:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Planning E-commerce Website Development (Contd)	<ul> <li>Planning E-commerce Website Development</li> </ul>				6 Theory 03:00 Practical 03:00
		Planning E-commerce Website Development (Contd)			Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		5 Theory 03:00 Practical 02:00
2.	Designing an e-commerce strategy and website	Fundamentals of E-commerce Design and Best Practices Fundamentals of E-commerce Design and Best Practices (Contd) Fundamentals of E-commerce Design and Best Practices (Contd)	<ul> <li>Describe the key elements of e-commerce design</li> <li>Discuss the elements of industry best practice in e-commerce design</li> <li>Describe the types of testing and its role in e-commerce design</li> </ul>	RAS/ N0614	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	A business case study that includes - Sample of organisational policies and procedures related to site design; sample organisational content style guide, sample site performance data; access to number of e-commerce sites for testing and review, Computer – Laptop/ Desktop with MS Office and internet facility	7 Theory 03:00 Practical 04:00 7 Theory 03:00 Practical 04:00 Practical 04:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Fundamentals of E-commerce Design and Best Practices (Contd)	<ul> <li>List the common site development terminology related to e-commerce site design and usability</li> <li>Explain the interface specifications for e-commerce and their</li> </ul>				7 Theory 03:00 Practical 04:00
		Fundamentals of E-commerce Design and Best Practices (Contd)	role in improved site usability				7 Theory 03:00 Practical 04:00
		Fundamentals of E-commerce Design and Best Practices (Contd)					7 Theory 03:00 Practical 04:00
		User Experience, Functionality, and Content Integration	<ul> <li>Explain the factors of customer buying preferences and their impact on site design</li> <li>Describe the design features that aid in achieving usability and functionality across devices</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03:00 Practical 04:00
		User Experience, Functionality, and Content Integration (Contd)	<ul> <li>Discuss the factors impacting ease of operation of a site</li> </ul>				7 Theory 03:00 Practical 04:00
		User Experience, Functionality, and Content Integration (Contd)					7 Theory 03:00 Practical 04:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools (Aids	Duration
	Name	User Experience, Functionality, and Content Integration (Contd) User Experience, Functionality, and Content Integration (Contd) User Experience, Functionality, and Content Integration (Contd)	<ul> <li>Explain the significance of relationships between content and site design</li> <li>Explain the importance and application of consistency in content styling and design</li> <li>Explain the role of an organisational content style guide in designing e-commerce sites</li> </ul>	Tools/Aids		(hours) 6 Theory 03:00 Practical 03:00 6 Theory 03:00 Practical 03:00 6 Theory 03:00 Practical 03:00	
		Performance, Analytics, and E-commerce Strategy Evaluation (Contd)List the method their purpose for and reporting of flows• List the method their purpose for and reporting of flows• Explain the eler performance in to evaluate e-co strategy and the	<ul> <li>List the methods along with their purpose for tracking and reporting on purchase flows</li> <li>Explain the elements of performance indicators used to evaluate e-commerce strategy and the e-commerce website</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 03:00 Practical 03:00 6 Theory 03:00 Practical 03:00
		Performance, Analytics, and E-commerce Strategy Evaluation (Contd) Performance, Analytics, and E-commerce	<ul> <li>List the methods along with their purpose for tracking and reporting on purchase flows</li> <li>Explain the elements of performance indicators used to evaluate e-commerce strategy and the e-commerce website</li> </ul>		Classroom lecture/ PowerPoint		6 Theory 03:00 Practical 03:00 6 Theory 03:00
		Strategy Evaluation (Contd)			Presentation/ Question & Answer and Group Discussion		Practical 03:00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
3.	3. Ethics and Legalities of Digital Marketing	Ethics, Legal and Regulatory Requirements for Digital Marketing	<ul> <li>Explain the fundamental principles of ethical behaviour</li> <li>Review the ethics of own behaviour</li> </ul>	RAS/ N0615		Not Applicable	2 Theory 02 : 00 Practical 00 : 00
		Ethics, Legal and Regulatory Requirements for Digital Marketing (Contd)	<ul> <li>Explain current and emerging concerns and expectations that are relevant to digital marketing</li> <li>Evaluate the ethics of digital marketing campaigns</li> </ul>				2 Theory 02 : 00 Practical 00 : 00
		Ethics, Legal and Regulatory Requirements for Digital Marketing (Contd)	<ul> <li>Explain the impact of regulatory requirements on digital marketing</li> <li>Explain impact of legal issues on digital marketing</li> </ul>				2 Theory 02 : 00 Practical 00 : 00
		Ethics, Legal and Regulatory Requirements for Digital Marketing (Contd)	<ul> <li>Explain methods to ensure digital marketing activities are compliant with legal and regulatory requirements</li> <li>Explain the consequences of illegal practices in digital marketing</li> </ul>				2 Theory 02 : 00 Practical 00 : 00
4.	Principles of Marketing Plan	Developing a Marketing Strategy and Decision- Making	<ul> <li>Explain how organisations develop marketing strategies</li> <li>Explain the key factors which influence marketing decision making</li> </ul>	RAS/ N0615	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Not Applicable	3 Theory 01 : 00 Practical 02 : 00
		Developing a Marketing Strategy and Decision- Making (Contd)	<ul> <li>Explain methods to assess the risk of competitors to organisational achievement</li> <li>Explain the impact of industry dynamics on an organisation</li> </ul>				3 Theory 01 : 00 Practical 02 : 00

<b>S.</b>	Module	Session Name	Session Objectives	NOS	Methodology	Training	Duration
No	Name					Tools/Aids	(hours)
		Risk Assessment and Performance Monitoring in Marketing	<ul> <li>Discuss the methods to evaluate the risks to implementation of a marketing plan</li> <li>Explain how to set key performance indicators (KPIs)</li> </ul>				4 Theory 02: 00 Practical 02 : 00
		Risk Assessment and Performance Monitoring in Marketing (Contd)	<ul> <li>Explain how marketing plans are monitored and evaluated</li> <li>List monitoring arrangements that can identify variances from targets and expectations</li> </ul>				4 Theory 02: 00 Practical 02 : 00
		Branding and Consistency in Marketing	<ul> <li>Explain the importance of maintaining the consistency in the content</li> <li>Explain how branding aids in maintaining consistency of content</li> <li>Explain the brand characteristics of an organisation</li> </ul>				4 Theory 02: 00 Practical 02 : 00
		Branding and Consistency in Marketing (Contd)	<ul> <li>Explain the purpose of branding guidelines in digital marketing</li> <li>Explain how to incorporate brand identity into a digital marketing campaign</li> </ul>				4 Theory 02: 00 Practical 02 : 00
5.	Developing Effective Digital Marketing Plan	Understanding Market Segmentation in Digital Marketing	<ul> <li>Explain the importance of defining target markets to the development and achievement of the marketing strategy</li> <li>Explain how target markets are established for marketing activities</li> <li>Describe how digital marketing techniques appeal to different market segments</li> </ul>	RAS/ N0615	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Business case with a marketing strategy and broad organisational business objectives, its brand value and customer retention strategies. List of KPIs used to evaluate a performance of marketing strategies, Computer – Laptop/ Desktop with MS Office and internet facility,	6 Theory 02 : 00 Practical 04 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Understanding Market Segmentation in Digital Marketing (Contd)	<ul> <li>Explain how digital marketing contributes to market segmentation</li> <li>Evaluate data to inform market segmentation</li> </ul>			access to e-commerce websites and social media sites	6 Theory 02 : 00 Practical 04 : 00
		Digital Marketing Strategies and Channels	<ul> <li>Compare traditional and non-traditional digital marketing types and channels</li> <li>Explain the effect of a marketing mix on a promotional mix</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
		Digital Marketing Strategies and Channels (Contd)	<ul> <li>Evaluate the suitability of digital marketing techniques to meet marketing objectives</li> <li>Evaluate a multi-channel approach to digital marketing</li> </ul>				6 Theory 02: 00 Practical 04 : 00
		Creating and Optimizing Digital Marketing Campaigns	<ul> <li>Explain how emerging approaches to digital marketing can contribute to a marketing mix</li> <li>Explain how different digital marketing techniques combine to make a marketing campaign</li> <li>Analyse the implications of the overall purpose of marketing to the selection of marketing techniques and platforms</li> </ul>				6 Theory 02: 00 Practical 04 : 00
6.	Digital Marketing Metrics and Analytics	Key Metrics and Analytics in Digital Marketing	<ul> <li>Explain the paths to conversion through stages of the sales funnel</li> <li>Identify the industry benchmarks for conversion rates for different stages in the sales funnel</li> </ul>	RAS/ N0615	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Business case with details of marketing/ sales promotional campaign, List of KPIs used to evaluate a performance, current information on digital marketing types and channels	6 Theory 03 : 00 Practical 03 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Key Metrics and Analytics in Digital Marketing (Contd)	<ul> <li>Evaluate the effects of a range of factors on sales funnel conversion rates</li> <li>Explain the data required to evaluate success key performance indicators (KPIs)</li> </ul>			digital marketing monitoring tools, Computer – Laptop/ Desktop with MS Office and internet facility	6 Theory 03 : 00 Practical 03 : 00
		Key Metrics and Analytics in Digital Marketing (Contd)	<ul> <li>Explain the importance of statistically significant data</li> <li>Explain the tools used for generating tracking data</li> </ul>				5 Theory 02 : 00 Practical 03 : 00
		Key Metrics and Analytics in Digital Marketing (Contd)	<ul> <li>Describe how tracking data is viewed</li> <li>Explain how to customise analytics reporting technology for digital marketing campaigns</li> </ul>				5 Theory 02 : 00 Practical 03 : 00
7.	Social Media Marketing for a Business	Understanding Business and Branding in Social Media Marketing	<ul> <li>Describe the characteristics of a retail business and its type, vision, aims, objectives, and goals</li> <li>Identify the brand and values of a business and how these are portrayed to the audience of a business</li> <li>Discuss the role of social media in generating sales, marketing and promotions including branding</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Not Applicable	2 Theory 02 : 00 Practical 00 : 00
		Social Media Platforms, Tools, and Budget Considerations	<ul> <li>List the Key features and benefits including limitations of different social media platforms</li> <li>Describe the marketing tools available to a business</li> <li>Explain the consequences of using social media on the budget of different sizes and types of business</li> </ul>				2 Theory 02 : 00 Practical 00 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Engagement, Amplification, and Social Media Strategy	<ul> <li>Explain the benefits and consequences of encouraging amplification</li> <li>Explain the benefits and consequences of encouraging engagement</li> <li>Explain the factors to consider while establishing social media requirements for a business</li> <li>Explain how social media could fit into the marketing plan of a business</li> </ul>				2 Theory 02 : 00 Practical 00 : 00
8.	Selecting Social Media Tools and Platforms for a Business	Choosing Social Media Tools and Platforms for a Business	<ul> <li>Describe the different tools and platforms that can be used for social media</li> <li>Describe the features and benefits of the different tools and platforms that can be used for social media</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Case study indicating the need to launching social media marketing. Information technology hardware and software; online information systems; social media platforms ; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility	8 Theory 02 : 00 Practical 06 : 00
		Choosing Social Media Tools and Platforms for a Business (Contd)	<ul> <li>Identify the potential type of audience for each different tool and platform that can be used for social media</li> <li>Explain the factors to consider when selecting different tools and platforms for social media</li> </ul>				7 Theory 02 : 00 Practical 05 : 00
		Choosing Social Media Tools and Platforms for a Business (Contd)	<ul> <li>Evaluate different tools and platforms for social media for business use</li> </ul>				7 Theory 02 : 00 Practical 05 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
9.	Developing Social Media Policy and Guidelines	Creating Guidelines and Policies for Social Media	<ul> <li>Explain the legal and ethical responsibilities involved in social media</li> <li>Describe the components of a business's social media policy and guidelines</li> <li>Explain the importance of having a social media policy and guidelines</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; social media platforms ; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility	6 Theory 02 : 00 Practical 04 : 00
		Creating Guidelines and Policies for Social Media (Contd)	<ul> <li>Explain the importance of having a reputation management policy</li> <li>Describe the benefits of managing perception changes in a business's reputation</li> <li>Describe how to manage perception changes in a business's reputation</li> </ul>				5 Theory 02 : 00 Practical 03 : 00
		Creating Guidelines and Policies for Social Media (Contd)	<ul> <li>Complaint handling and crisis management</li> <li>List the terms of use for social media users along with privacy and security measures</li> </ul>				5 Theory 02 : 00 Practical 03 : 00
10.	Principles of Social Media Advertising and Promotion	Use of Promotional Campaigns on Social Networking Sites	<ul> <li>Define promotional campaigns on social networking sites</li> <li>Compare different types of promotional campaigns on social networking sites</li> <li>Explain why to use promotional campaigns on social networking sites</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; social media platforms ; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility	2 Theory 02 : 00 Practical 00 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Use of Promotional Campaigns on Social Networking Sites (Contd)	<ul> <li>Explain the limitations imposed by social networking sites on promotional campaigns</li> <li>Explain how to comply with restrictions on promotional campaigns on social networking sites</li> <li>Explain the factors which could cause negative publicity when running a promotional campaign</li> <li>Explain the current</li> </ul>				2 Theory 02 : 00 Practical 00 : 00
		International Legal and Organisational Guidelines for Social Networking Advertising/ Promotional Campaigns	<ul> <li>national and international legal and organisational guidelines relating to the use of social networking site adverts</li> <li>Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign</li> </ul>				Theory 02 : 00 Practical 00 : 00
11.	Develop a Social Media Strategy for Marketing and Advertising Campaigns	Use of Digital Vouchers for Marketing	<ul> <li>Define the term digital vouchers</li> <li>Explain the potential uses of digital vouchers</li> <li>Discuss the current disadvantages of digital vouchers</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; social media platforms; social media usage and activity reports, Computer	5 Theory 02 : 00 Practical 03 : 00
		Use of Digital Vouchers for Marketing (Contd)	<ul> <li>Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers</li> <li>Explain methods of managing a digital voucher system</li> <li>Explain how to measure the effectiveness of a digital voucher campaign</li> </ul>			– Laptop/ Desktop with MS Office and internet facility	5 Theory 02 : 00 Practical 03 : 00

S.	Module Name	Session Name	Session Objectives	NOS	Methodology	Training	Duration
No		Strategic Social Media Planning for Marketing and Advertising Campaigns	<ul> <li>Explain the factors to consider when creating social networking site adverts</li> <li>Explain the importance of identifying the required outcomes from the social networking advertising campaigns</li> <li>Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site</li> <li>Explain why a social networking advertising campaign might fail</li> <li>Explain methods of monitoring social networking site advertising campaigns</li> <li>Identify changes that might be required for a social networking advertising campaign</li> </ul>			Tools/Aids	(hours) 6 Theory 02 : 00 Practical 04 : 00
12.	Monitoring and Evaluation of Social Media Use	Social Media Monitoring and Evaluation	<ul> <li>results</li> <li>Explain the importance of benchmarking industry best practices in using social media</li> <li>Explain how to monitor the use of social media</li> </ul>	RAS/ N0616	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; social media platforms; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility	5 Theory 02 : 00 Practical 03 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Social Media Monitoring and Evaluation (Contd)	<ul> <li>Explain the importance of measuring the outcomes of using different social media tools and platforms</li> <li>Explain why SMARTER (Specific, measurable, attainable, relevant, timely, evaluate, re-evaluate) targets should be set for different social media tools and platforms</li> </ul>				5 Theory 02 : 00 Practical 03 : 00
		Social Media Monitoring and Evaluation (Contd)	<ul> <li>Describe the methods a business can use to measure and identify success of different social media tools and platforms</li> <li>Describe what success could look like when using different social media tools and platforms for different types and sizes of business</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
13.	Developing Online Customer Service Standards for Organisation	Understanding the Customer Journey in an Online Environment	<ul> <li>Illustrate the stages of a customer journey in an e-commerce/ online service environment</li> <li>Identify the customer service touchpoints during journey in an e-commerce/ online service environment of the customer</li> <li>Discuss the significance of customer service touch points</li> <li>Discuss the key legal and ethical considerations related to customer service standards</li> </ul>	RAS/ N0617	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; social media platforms; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility	8 Theory 04 : 00 Practical 04 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Principles, Standards, and Best Practices of Online Customer Service	<ul> <li>Explain the principles of customer service and their application in an online environment</li> <li>Explain the significance of industry standards and best practices of online customer service standards</li> <li>Explain the characteristics of tools used throughout the customer journey to obtain customer data</li> </ul>				6 Theory 03 : 00 Practical 03 : 00
		Using Data to Enhance Online Customer Service Standards	<ul> <li>Analyse customer data for characteristics and behaviour</li> <li>Explain how data sources are integrated to form a customer profile</li> <li>Classify different types of customer profiles and suitable online service standards</li> </ul>				6 Theory 03 : 00 Practical 03 : 00
		Using Data to Enhance Online Customer Service Standards (Contd)	<ul> <li>Explain how data is used to develop online customer service standards</li> <li>Explain how data is used to prioritise customer retention strategies</li> </ul>				6 Theory 03 : 00 Practical 03 : 00

S.	Module Name	Session Name	Session Objectives	NOS	Methodology	Training	Duration
No						Tools/Aids	(hours)
14.	Review Online Customer Service Standard	Evaluation of Online Customer Service Standard	<ul> <li>Explain the elements of performance indicators used to evaluate online customer service standards</li> <li>Explain how organisations engage with customers with different customer profiles</li> <li>Discuss the methods of communication for good customer relations</li> <li>Explain the significance of complaints policy and procedures</li> </ul>	RAS/ N0617	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Information technology hardware and software; online information systems; e-commerce platforms; sample customer satisfaction survey reports, online customer service feedback reports, Computer – Laptop/ Desktop with MS Office and internet facility; case study with outcomes and indications of performance of online customer service standard	8 Theory 04 : 00 Practical 04 : 00
		Evaluation of Online Customer Service Standard (Contd)	<ul> <li>Review an organisation's crisis management procedures</li> <li>Explain how CRM tools contribute to effective customer relations</li> <li>Explain the role of community in customer relations</li> <li>Explain how feedback is used for positive customer relations</li> </ul>				6 Theory 03 : 00 Practical 03 : 00
		Review and Evaluate Online Customer Services Standards	<ul> <li>Review an organisation's crisis management procedures</li> <li>Explain how CRM tools contribute to effective customer relations</li> </ul>				6 Theory 03 : 00 Practical 03 : 00
		Review and Evaluate Online Customer Services Standards (Contd)	<ul> <li>Explain the role of community in customer relations</li> <li>Explain how feedback is used for positive customer relations</li> </ul>				6 Theory 03 : 00 Practical 03 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
15	Provide Leadership to the Team	Leadership Styles and Team Management Leadership Styles and Team Management (Contd)	<ul> <li>Discuss the role of leadership in guiding and managing teams within the retail sector</li> <li>Describe the characteristics of various leadership styles and their applicability in the ever-changing world of retail business</li> <li>State the impact of leadership styles on team performance and innovation</li> <li>List the ways to motivate staff and encourage the</li> </ul>	RAS/ N0142	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Case studies and illustrations to show leadership concepts in e-commerce, E-commerce and marketing simulation software, Roleplay situations to demonstrate coaching styles	7 Theory 03:00 Practical 04:00 6 Theory 03:00 Practical 03:00
	Leadership Styles and Team Management (Contd)	team members				6 Theory 03:00 Practical 03:00	
		Coaching, Feedback, and Creativity	<ul> <li>Explain the importance of coaching and providing constructive feedback to team members</li> <li>Discuss the characteristics of various coaching styles</li> <li>State the importance</li> </ul>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	6 Theory 03:00 Practical 03:00
	Coaching, Feedback, and Creativity (Contd)	<ul> <li>of recognizing and encouraging creativity in the team</li> <li>Describe the significance of teamwork, including its impact on productivity and customer engagement</li> </ul>				6 Theory 03:00 Practical 03:00	
		Coaching, Feedback, and Creativity (Contd)					6 Theory 03:00 Practical 03:00

S.	Module	Session Name	Session Objectives	NOS	Methodology	Training	Duration
No	Name					Tools/Aids	(hours)
		Goal Setting	<ul> <li>Discuss the importance of developing SMART team objectives</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer		6 Theory 03:00 Practical 03:00
		Goal Setting (Contd)			and Group Discussion		6 Theory 03:00 Practical 03:00
		Goal Setting (Contd)					5 Theory 02:00 Practical 03:00
16.	Employability Skills	Introduction to Employability Skills	<ol> <li>Outline the importance of Employability Skills for the current job market and future of work</li> <li>List different learning and employability related GOI and private portals and their usage</li> <li>Research and prepare a note on different industries, trends, required skills and the available opportunities</li> </ol>	DGT/ VSQ/ N0103	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 3 P: 0
		Constitutional values - Citizenship	<ol> <li>Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen</li> <li>Demonstrate how to practice different environmentally sustainable practices</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 1.5 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Becoming a Professional in the 21st Century	<ol> <li>Discuss relevant 21st century skills required for employment</li> <li>Highlight the importance of practicing 21st century skills like Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem- solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.</li> <li>Create a pathway for adopting a continuous learning mindset for personal and professional development</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Basic English Skills Basic English Skills (Contd)	<ol> <li>Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone.</li> <li>Read and understand text written in basic English.</li> <li>Write a short note/ paragraph / letter/e -mail using correct basic English.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0 T: 5 P: 0
		Career Development & Goal Setting	<ol> <li>Create a career development plan.</li> <li>Identify well-defined short- and long-term goals.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 4 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Communication Skills	<ol> <li>Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.</li> <li>Write a brief note/</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with	T: 5 P: 0
	Communication Skills (Contd)	<ul> <li>paragraph on a familiar topic.</li> <li>Explain the importance of communication etiquette including active listening for effective communication</li> <li>Role play a situation on how to work collaboratively with others in a team.</li> </ul>			Internet	T: 5 P: 0	
		Diversity & Inclusion	<ol> <li>Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD.</li> <li>Discuss the significance of escalating sexual harassment issues as per POSH act.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2.5 P: 0
	Financial an Legal Literacy		<ol> <li>Discuss various financial institutions, products, and services.</li> <li>Demonstrate how to</li> <li>conduct offline and online financial transactions, safely and securely and check passbook/statement.</li> <li>Explain the common</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Financial and Legal Literacy (Contd)	<ul> <li>components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions</li> <li>5. Calculate income and expenditure for budgeting.</li> <li>6. Discuss the legal rights, laws, and aids.</li> </ul>				T: 5 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Essential Digital Skills	<ol> <li>Describe the role of digital technology in day-to-day life and the workplace.</li> <li>Demonstrate how to operate digital devices and use the associated applications and features,</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with	T: 5 P: 0
		Essential Digital Skills (Contd)	safely and securely 3. Demonstrate how to connect devices securely to internet using different means.			Internet Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Essential Digital Skills (Contd)	<ol> <li>Follow the dos and don'ts of cyber security to protect against cybercrimes.</li> <li>Discuss the significance of displaying responsible online behaviour while using various social media</li> </ol>		Interactive Lecture in the Class, Activity		T: 2.5 P: 0
		Essential Digital Skills (Contd)	<ul> <li>platforms</li> <li>6. Create an e-mail id and follow e- mail etiquette to exchange e -mails.</li> <li>7. Show how to create documents, spreadsheets and presentations using appropriate applications.</li> <li>8. Utilize virtual collaboration tools to work effectively</li> </ul>				T: 5 P: 0
		Entrepreneurship	<ol> <li>Explain the types of entrepreneurship and enterprises.</li> <li>Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan.</li> <li>Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement.</li> <li>Create a sample business plan, for the selected business opportunity.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 7 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Customer Service Customer	<ol> <li>Classify different types of customers.</li> <li>Demonstrate how to identify customer needs and respond to them in a professional manner.</li> <li>Discuss various tools used to</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer	T: 5 P: 0 T: 4
		Service (Contd)	<ul><li>collect customer feedback.</li><li>4. Discuss the significance of maintaining hygiene and dressing appropriately.</li></ul>			with Internet	P: 0
		Getting Ready for Apprenticeship & Jobs	<ul> <li>Draft a professional Curriculum Vitae (CV)</li> <li>2. Use various offline and online job search sources to find and apply for jobs</li> <li>3. Discuss the significance of maintaining hygiene and dressing appropriately for an interview</li> <li>4. Role play a mock interview.</li> <li>5. List the steps for searching and registering for apprenticeship opportunities.</li> </ul>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 8 P: 0
						Theory	256
	Total (In Hours)				Or	Practical hthe Job Training	314 60
					*Gran	d Total (in Hours)	630 hours

#### **Annexure II**

**Assessment Criteria** 

## **CRITERIA FOR ASSESSMENT OF TRAINEES**

Assessment Criteria for Retail Cashier	
Job Role	Marketing Manager (E-commerce)
Qualification Pack	RAS/Q0606, V1.0
Sector Skill Council	Retailers Association's Skill Council of India

S. No.	Guidelines for Assessment
1.	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2.	Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3.	SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4.	Individual NCVET recognised assessment agencies will prepare the theory and practical question papers.
5.	The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7.	The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
9.	To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.
10.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
11.	For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Assessment out- comes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0613: De- velop an e-com- merce strategy	Determine e-commerce requirements	20	20	-	-
	PC1. Determine organi- sational objectives and priorities for e-commerce operations	3	3	-	-
	PC2. Consult with key personnel on current and future direction of the or- ganisation and seek input into e-commerce strategy development	2	2 -		-
	PC3. Identify e-commerce resourcing and budget availability.	2	2	-	-
	PC4. Review past e-com- merce performance data to outline strategy devel- opment.	3	3	-	-
	PC5. Analyse internal and external operating environment, including competitive landscape, to form tenets of strategy development	3	3	-	-
	PC6. Research trends in e-commerce and use findings to influence strategy development.	2	2	-	-
	PC7. Research and anal- yse e-commerce tech- nologies and solutions that meet organisational objectives and resourcing availability.	3	3	-	-
	PC8. Seek input from, rel- evant personnel to notify e-commerce strategy	2	2	-	-
	Develop e-commerce strategy	25	25	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC9. Select e-commerce oper- ating platform that best meets organisational and budgetary requirements and confirm technical feasibility	3	3	-	-
	PC10. Identify opportunities for the integration of existing systems and procedures and incorporate into strategy devel- opment	2	2	-	-
	PC11. Plan content strategy to finalise the development of digital content across digital platforms and create consisten- cy with non-digital content use	3	3	-	-
	PC12. Identify inventory logis- tics requirements and incorpo- rate into strategy planning.	1	1	-	-
	PC13. Research, identify and select suitable payment solutions for integration into e-commerce operations.	3	3	-	-
	PC14. Complete security risk analysis to determine security requirements for protection of organisational and customer information and data.	2	2	-	-
	PC15. Identify potential risks and issues in e- commerce op- erations and document contin- gency plans accordingly.	2	2	-	-
	PC16. Establish key perfor- mance indicators and develop evaluation criteria.	2	2	-	-
	PC17. Establish data collection and analysis needs and re- quired analytical tools.	2	2	-	-
	PC18. Determine flexibility of strategy and ensure strategy can react to environmental and technological changes	2	2	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC19. Develop and document an action plan detailing key activities, responsibilities, and timeframes.	1	1	-	-
	PC20. Obtain input from relevant personnel and make adjustments to strategy based on feedback received.	1	1	-	-
	PC21. Finalise e-commerce strategy and gain approval as required	1	1	-	-
	Review e-commerce strategy	5	5	-	-
	PC22. Evaluate e-commerce performance against targets to determine any changes required	3	3	-	-
	PC23. Continuously evaluate effectiveness of e- commerce design and useability, and implement changes based on data-supported analysis and decisions	2	2	-	-
	NOS Total	50	50	-	-
RAS/N0614: Design an e-com- merce website	Determine requirements for e-commerce site.	15	15	-	-
	PC1. Identify required features, capabilities, and functionalities of an e-commerce site.	3	3	-	-
	PC2. Benchmark a site design based on the best practices.	4	4	-	-
	PC3. Communicate the short- listed designs to the technical team.	2	2	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC4. Evaluate and identify pos- sibilities to integrate existing procedures and system into the design.	2	2	-	-
	PC5. Research design and technology options available to maximise site usability and functionality.	4	4	-	-
	Design a user centric interface for the e-commerce site.	20	20	-	-
	PC6. Obtain, review, and finalise an organisational style guide.	2	2	-	-
	PC7. Prepare a site map and wire frame for optimal func- tionality, product exposure and user experience.	3	3	-	-
	PC8. Determine metadata that allows for search engine opti- misation.	1	1	-	-
	PC9. Plan a user interface for e-commerce functionality across multiple devices.	3	3	-	-
	PC10. Ensure consistency of design with organisational style requirements	3	3	-	-
	PC11. Seek feedback from rele- vant personnel.	2	2	-	-
	PC12. Make amendments to site design based on feedback.	2	2	-	-
	PC13. Communicate site designs to web and content developers.	2	2	-	-
	PC14. Modify designs based on recommendations from web and content developers.	2	2	-	-
	Review usability of e-com- merce site	15	15	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC15. Evaluate interface to ensure functionality across multiple devices.	3	3	-	-
	PC16. Recommend modifi- cations in the interface for improvement in functionality.	2	2	-	-
	PC17. Review site navigation for usability and recommend modifications for usability.	4	4	-	-
	PC18. Test site for usability and recommend amendments in written content based on results.	3	3	-	-
	PC19. Recommend updates based on continuous monitor-ing of the	3	3	-	-
	NOS Total	50	50	-	-
RAS/N0615: Prepare, moni- tor, and review a	Establish digital marketing requirements	15	15	-	-
digital marketing plan	PC1. Determine objectives and priorities for digital market- ing activity in alignment with organisational objectives.	3	3	-	-
	PC2. Confirm the financial outlay available for the digital marketing	1	1	-	-
	PC3. Review information on effectiveness of current and past digital marketing activities of own and similar businesses in the market.	2	2	-	-
	PC4. Define the target segment for digital marketing.	2	2	-	-
	PC5. Identify suitable digital marketing activities for the target market.	3	3	-	-
	PC6. Identify factors (internal & external) impacting digital marketing activities.	2	2	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC7. Identify the available tools, software, and current trends for digital marketing.	1	1	-	-
	PC8. Benchmark the best prac- tices of digital marketing.	1	1	-	-
	Prepare a digital marketing plan.	15	15	-	-
	PC9. Determine digital mar- keting objectives in alignment with the organisational busi- ness goals.	3	3	-	-
	PC10. Document the objectives and priorities of digital market-ing.	1	1	-	-
	PC11. Determine the digital marketing activities to attain required customer traffic on the site.	2	2	-	-
	PC12. Prepare an action plan that details key activities, re- sources, and time limits.	2	2	-	-
	PC13. Determine the key performance indicators and evaluation criteria to measure impact of digital marketing activities.	3	3	-	-
	PC14. Ensure that the applica- ble legal and ethical require- ments are included in the digital marketing plan.	2	2	-	-
	PC15. Ensure digital marketing plan aligns with organisational objectives, current marketing strategy and budget.	1	1	-	-
	PC16. Obtain approvals for digi- tal marketing plan if required.	1	1	-	-
	Monitor activities of digital marketing.	10	10	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC17. Communicate digital mar- keting plan, responsibilities, and expectations to relevant person- nel.	3	3	-	-
	PC18. Supervise digital marketing activities and handle exceptions as they arise.	3	3	-	-
	PC19. Ensure that the digital marketing content is in alignment with digital marketing plans and objectives.	2	2	-	-
	PC20. Track customer traffic and conversion rates to identify trends in customer and digital marketing activity.	2	2	-	-
	Review activities of digital mar- keting	10	10	-	-
	PC21. Review customer traffic and conversion rates to ascer- tain impact of digital marketing activities.	4	4	-	-
	PC22. Assess the return on invest- ment for paid digital marketing activities.	3	3	-	-
	PC23. Improve marketing out- comes by incorporating suitable new digital marketing trends and technologies.	3	3	-	-
	NOS Total	50	50	-	-
RAS/N0616: Develop a Social Media Strategy	Determine social media require- ments	15	15	-	-
Media Strategy	PC1. Determine objectives and priorities for using social media in alignment with organisational objectives	2	2	-	-
	PC2. Source information about the target market with respect to social media usage	2	2	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC3. Analyse behaviors and identify preferred social media platforms of the target market.	2	2	-	-
	PC4. Identify and analyse emerg- ing trends in social media plat- form.	2	2	-	-
	PC5. Select social media plat- forms that meet organisational and target market needs.	2	2	-	-
	PC6. Evaluate possibilities of inte- grating social media with existing systems and procedures.	1	1	-	-
	PC7. Identify opportunities to maximise business exposure through social media activity.	2	2	-	-
	PC8. Determine opportunities for building brand awareness and an online community through social media use.	2	2	-	-
	Develop social media policies and procedures.	10	10	-	-
	PC9. Prepare scope of social me- dia policies and procedures based on planned social media activity.	3	3	-	-
	PC10. Establish guidelines for social media engagement and content use.	1	1	-	-
	PC11. Develop guidelines and appropriate responses to manage issues and crisis.	2	2	-	-
	PC12. Include legal and ethical considerations into social media policies and procedures.	2	2	-	-
	PC13. Ensure policies and proce- dures are customer-focused and align with organisational market- ing plan and strategy.	2	2	-	-
	Develop social media strategy.	10	10	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC14. Determine content devel- opment, customer engagement and customer service strategies for social media.	3	3	-	-
	PC15. Document a social media action plan including key respon- sibilities, resources requirements and timelines.	1	1	-	-
	PC16. Prepare calenderised schedule for planned social media activity aligned with marketing and promotional activities.	1	1	-	-
	PC17. Determine key perfor- mance indicators and criteria to measure success of social media activity.	2	2	-	-
	PC18. Establish methods to track and analyse social media engage- ment, activity and reach.	2	2	-	-
	PC19. Ensure alignment of social media strategy with organisa- tional objectives and customer service standards.	1	1	-	-
	Monitor social media use.	10	10	-	-
	PC20. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.	4	4	-	-
	PC21. Resolve and minimise impacts of issues and crisis on social media through continuous monitoring	3	3	-	-
	PC22. Ensure tracking of social media engagement, activity, and reach.	2	2	-	-
	PC23. Monitor social media posts and content to ensure adherence to social media strategy, policies and procedures	1	1	-	-
	Review social media perfor- mance.	5	5	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC24. Analyse captured data to determine social media engage- ment, activity, and reach.	2	2	-	-
	PC25. Use performance indica- tors to evaluate success of social media use.	2	2	-	-
	PC26. Identify and use opportuni- ties to modify strategy and plans for future improvements in social media.	1	1	-	-
	NOS Total	50	50	-	-
RAS/N0617: Develop online customer service	Develop online customer service standards.	20	20	-	-
standards	PC1. Access and review informa- tion on online customer service needs and expectations.	3	3	-	-
	PC2. Benchmark the develop- ment of online customer service standards based on best practices of the industry.	3	3	-	-
	PC3. Seek input from others to develop online customer service standards.	2	2	-	-
	PC4. Develop online customer service standards in alignment with existing organisational policies, procedures, and brand values.	4	4	-	-
	PC5. Identify touch points and communication technologies required for online customer service.	2	2	-	-
	PC6. Determine performance indicators to evaluate customer service standards.	2	2	-	-
	PC7. Integrate legal and ethical requirements in development of online customer services stan-dards.	2	2	-	-
	PC8. Ensure online and offline customer service standards are consistent, as required.	2	2	-	-
	Implement and monitor online customer service standards.	15	15	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC9. Communicate online cus- tomer service standards and ex- pectations to relevant personnel.	3	3	-	-
	PC10. Ensure availability of resources to maintain online customer service standards.	3	3	-	-
	PC11. Monitor customer service levels to ensure standards are met and take corrective actions otherwise.	4	4	-	-
	PC12. Enhance online customer service standards by providing feedback and support to team members.	2	2	-	-
	PC13. Resolve problems related to complex and difficult customer interactions.	3	3	-	-
	Review online customer service standards.	15	15	-	-
	PC14. Assess online customer service provisions by reviewing customer feedback, reviews and complaints.	3	3	-	-
	PC15. Use performance indica- tors to evaluate customer service standards.	3	3	-	-
	PC16. Discuss opportunities for improvement in customer service provision with the team based on customer feedback.	3	3	-	-
	PC17. Identify and address tech- nological and resourcing issues impacting effective customer service provision.	3	3	-	-
	PC18. Modify customer service standards based on feedback received	3	3	-	-
	NOS Total	50	50	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0142: To provide leader-	Demonstrate leadership skills	50	50	-	-
ship for your team	PC1. set out and positively communicate the purpose and objectives of the store business to all store team members	5	5	-	-
	PC2. involve key store team members in planning how the team will achieve store business objectives	5	5	-	-
	PC3. encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead	2.5	2.5	-	-
	PC4. ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store busi- nesss objectives	5	5	-	-
	PC5. encourage and support team members to achieve their per- sonal work objectives and those of the team and provide recogni- tion when objectives have been achieved	5	5	-	-
	PC6. win, through your perfor- mance, the trust and support of the team for your leadership	5	5	-	-
	PC7. steer the team successfully through difficulties and challeng- es, including conflict, diversity and inclusion issues within the team encourage and recognize creativity and innovation within the team	5	5	-	-
	PC8. give team members support and advice when they need it especially if and during periods when the store business is below set goals	7.5	7.5	-	-
	PC9. motivate team members to present their own ideas and listen to what they say	5	5	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC10. monitor activities and progress across the store team without interfering.	5	5	-	-
	NOS Total	50	50	-	-
DGT/VSQ/N0103: Employability	Introduction to Employability Skills	1	1	-	-
Skills (90 Hours)	PC1. understand the significance of employability skills in meeting the current job market require- ment and future of work	-	-	-	-
	PC2. identify and explore learn- ing and employability relevant portals	-	-	-	-
	PC3. research about the different industries, job market trends, latest skills required and the avail- able opportunities	-	-	-	-
	Constitutional values – Citizen- ship	1	1	-	-
	PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
	PC5. follow environmentally sus- tainable practices	-	-	-	-
	Becoming a Professional in the 21st Century	1	3	-	-
	PC6. recognize the significance of 21st Century Skills for employ- ment	-	-	-	-
	PC7. practice the 21st Century Skills such as Self- Awareness, Be- haviour Skills, time management, critical and adaptive thinking, problem-solving, creative think- ing, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC8. adopt a continuous learning mindset for personal and profes- sional development	-	-	-	-
	Basic English Skills	3	4	-	-
	Introduction to Employability Skills	1	1	-	-
	PC9. use basic English for ev- eryday conversation in different contexts, in person and over the telephone	-	-	-	-
	PC10. read and understand rou- tine information, notes, instruc- tions, mails, letters etc. written in English	-	-	-	-
	PC11. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
	Career Development & Goal Setting	1	2	-	-
	PC12. identify career goals based on the skills, interests, knowl- edge, and personal attributes	-	-	-	-
	PC13. prepare a career develop- ment plan with short- and long- term goals	-	-	-	-
	Communication Skills	2	2	-	-
	PC14. follow verbal and non-ver- bal communication etiquette while communicating in profes- sional and public settings	-	-	-	-
	PC15. use active listening tech- niques for effective communica- tion	-	-	-	-
	PC16. communicate in writing using appropriate style and for- mat based on formal or informal requirements	-	-	-	-
	PC17. work collaboratively with others in a team	-	-	-	-
	Diversity & Inclusion	1	1	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC18. communicate and behave appropriately with all genders and PwD	-	-	-	-
	PC19. escalate any issues related to sexual harassment at work- place according to POSH Act	-	-	-	-
	Financial and Legal Literacy	2	3	-	-
	PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-	-	-
	PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-	-	-
	PC22. identify common com- ponents of salary and compute income, expenses, taxes, invest- ments etc	-	-	-	-
	PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
	Essential Digital Skills	3	5	-	-
	PC24. operate digital devices and use their features and applica- tions securely and safely	-	-	-	-
	PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi- Fi, etc.	-	-	-	-
	PC26. display responsible online behaviour while using various social media platforms	-	-	-	-
	PC27. create a personal email ac- count, send and process received messages as per requirement	-	-	-	-
	PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC29. utilize virtual collaboration tools to work effectively	-	-	-	-
	Entrepreneurship	2	3	-	-
	PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for po- tential business through research	-	-	-	-
	PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
	PC32. identify sources of fund- ing, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
	Customer Service	1	2	-	-
	PC33. identify different types of customers and ways to communi-cate with them	-	-	-	-
	PC34. identify and respond to customer requests and needs in a professional manner	-	-	-	-
	PC35. use appropriate tools to collect customer feedback	-	-	-	-
	PC36. follow appropriate hygiene and grooming standards	-	-	-	-
	Getting ready for apprenticeship & Jobs	2	3	-	-
	PC37. create a professional Cur- riculum vitae (Résumé)	-	-	-	-
	PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
	PC39. apply to identified job openings using offline /online methods as per require- ment	-	-	-	-

Assessment out- comes	Assessment Criteria for Out- comes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC40. answer questions polite- ly, with clarity and confidence, during recruitment and selection	-	-	-	-
	PC41. identify apprenticeship op- portunities and register for it as per guidelines and requirements	-	-	-	-
	NOS Total	20	30	-	-

### **Annexure III**

# QR Code (s)

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 1 Unit 1.1: Understanding E-Commerce and Its Business Impact	Difference Between Ecommerce and Traditional Commerce   Ecommerce vs Traditional Commerce -	14	https://www.youtube.com/ watch?v=1VaDQp4wHSk		
	The impact of the rise of e-commerce on traditional retail businesses –	14	https://www.youtube.com/ watch?v=li8unk4uu2U		
Unit 2.1: Fun- damentals of E-commerce Design and Best Practices	Importance and Application of Consistency in Content Styling and Design	31	https://www.youtube.com/ watch?v=9EPTM91TBDU		
	Elements of Performance Indicators Used to Evaluate E-commerce Strategy and E-commerce Website	31	<u>https://www.youtube.com/</u> watch?v=mPiWWnJsVGw		
	Importance of Website Cus- tomer Purchase Flows, Payment Gateways and Their Signifi- cance in E-com- merce	31	https://www.youtube.com/ watch?v=pdWnyhzD1I8		
Chapter 3	Unit 3.1 Ethics, Legal and Regulatory Requirements for Digital Mar- keting	Impact of Regulatory Requirements on Digital Mar- keting	39	https://www.youtube.com/ watch?v=uXyT1jCkvMw	

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 3	Unit 3.1 Ethics, Legal and Regulatory Requirements for Digital Mar- keting	Ethics of Digital Marketing Campaigns	39	https://www.youtube.com/ watch?v=Fv3u04mHPGM	
	Chapter 4 Chapter 4 Unit 4.1 Developing a Marketing Strategy and Decision- Making	Key Factors Influencing Marketing Decision- Making	52	https://www.youtube.com/ watch?v=1Ud1SIKtFcQ	
Chapter 4		Ways Organisa- tions Develop Marketing Strategies	52	<u>https://www.youtube.com/</u> watch?v=clWg98Sfh1g	
	Unit 5.1 Understanding	Ways to Estab- lish Target Mar- kets for Market- ing Activities	67	<u>https://www.youtube.</u> <u>com/watch?v=WVI-Up-</u> <u>hf64</u>	
Chapter 5 Market Segmentation in Digital Marketing	Ways in Which Various Digital Marketing Tech- niques Com- bine to Make a Marketing Campaign	67	https://www.youtube. com/watch?v=w- ZZnxXyES80		
Chapter 6	Unit 6.1 Key Metrics and Analytics in Digital Marketing	Data Required to Evaluate Success Key Performance Indicators (KPIs)	77	<u>https://www.youtube.</u> <u>com/watch?v=GiJigQ</u>	

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 6	Unit 6.1 Key Metrics and Analytics in Digital Marketing	Paths to Conversion Through Stages of Sales Funnel	77	https://www.youtube.com/ watch?v=UE-E5DFeF3o	
Chapter 7 Chapter 7 Unit 7.1 Understanding Business and Branding in Social Media Marketing	Types of Retail Businesses	93	https://www.youtube.com/ watch?v=Np090VKTztA		
	Business and Branding in Social Media	Steps to Inte- grate Social Media	93	<u>https://www.youtube.com/</u> watch?v=5FJfEgE9RNg	
Chapter 8 Unit 8.1 Chapter 8 Unit 8.1 Choosing Social Media Tools and Platforms for a Business	Various Tools and Platforms for Social Media Manage- ment	101	<u>https://www.</u> youtube.com/ watch?v=IEW0g2b3k1c		
	Platform and Tool Compar- ison	101	https://www.youtube. com/watch?v=Zhh- <u>81UPteSs</u>		
Chapter 9	Unit 9.1 Creating Guidelines and Policies for Social Media	Benefits of Managing Perception Changes in a Business's Rep- utation	112	<u>https://www.youtube.</u> <u>com/watch?v=hnp-</u> <u>cj_cfIEU</u>	

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 9	Unit 9.1 Creating Guidelines and Policies for Social Media	Importance of Having a Social Media Policy and Guidelines	112	https://www.youtube.com/ watch?v=EenUoAdZGhA	
Chapter 10 Chapter 10 Chapter 10 Chapter 10 Campaigns on Social Networking Sites	Importance of Using Promotional Campaigns on Social Networking Sites	123	https://www.youtube.com/ watch?v=OOAk8xjgB2s		
	on Social Networking	Limitations Imposed by Social Network- ing Sites on Promotional Campaigns	123	<u>https://www.youtube.com/</u> <u>watch?v=ulKXRiRI8rs</u>	
Unit 11.1	Potential Uses of Digital Vouchers	137	https://www.youtube. com/watch?v=Pu7R3x- <u>kFal8</u>		
Chapter 11	Use of Digital Vouchers for Marketing	Metrics to Monitor Cam- paign Perfor- mance	137	https://www.youtube. com/watch?v=mPiW- WnJsVGw&t=95s	
Chapter 12	Unit 12.1 Social Media Monitoring and Evaluation	Importance and Benefits of Benchmarking	146	https://www.youtube. com/watch?v=D83Rk- prUiRU&t=34s	

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Chapter 12	Unit 12.1 Social Media Monitoring and Evaluation	Social Listening Tool	146	<u>https://www.youtube.</u> <u>com/watch?v=qCAKH-</u> <u>9SaWnc&amp;t=51s</u>	
Chapter 13 Unit 13.1 Understanding the Customer Journey in an Online Environment	Stages of Customer Journey in an E-commerce/ Online Service Environment	162	https://www.youtube.com/ watch?v=bEL8nYo9xn4		
	the Customer Journey in an Online	Ways Data Sources Are Integrated to Form a Custom- er Profile	162	https://www.youtube.com/ watch?v=TemCspiguGo	
Chapter 14 Chapter 14 Chapter 14 Chapter 14 Customer Service Standard	Benefits of CRM Tools	174	<u>https://www.youtube.</u> <u>com/watch?v=kwf-TSp-</u> <u>DoyA</u>		
	Methods of Communication for Good Cus- tomer Relations	174	https://www.youtube. com/watch?v=5XL1kX- vh_40		
Chapter 15	Unit 15.1: Leadership Styles and Team Management	Ways to Moti- vate Staff and Encourage Team Members	190	https://www.youtube. com/watch?v=_ z7AC8yJxRU	

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 15	Unit 15.1: Leadership Styles and Team Management	Impact of Leadership Styles on Team Performance and Innovation	190	<u>https://www.youtube.com/</u> watch?v=xa7SaeNjN8I	

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