

Assessment Evidence Guide

For

“Digital Marketing”

Level-4
(Part-II)
(Summative Assessment)

18 Oct 2019



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer (Part 1))	CS Code:	Level: 4 (Part-II)	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Setup Google Analytics Profile / Account Perform Digital Media Promotional Strategies Develop Google Ads Campaigns 	Assessment Date (DD/MM/YY): Assessment Time: 5 hrs.		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <p>Assessment Task 1: Candidate is required to generate traffic using appropriate techniques and integrate Google Analytics into a Blog/website assigned by assessor.</p> <p>Assessment Task 2: Candidate is required to develop digital marketing strategies and analyze Google Ads Campaign using keyword research methodology for affiliate and content marketing.</p> <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1</p> <p>Performance Critria 1: Create Google Analytics Profile</p> <p>Performance Critria 2: Create and manage properties in google analytics</p> <p>Performance Critria 3: Configure properties in google analytics</p> <p>Performance Critria 4: Generate tracking code with given parameters</p> <p>Performance Critria 5: Integrate generated code into website or blog</p> <p>Performance Critria 6: Verify tracking code performance</p> <p>Performance Critria 7: Create views in google analytics profile</p> <p>Performance Critria 8: Create goals in google analytics profile</p> <p>Performance Critria 9: Generate real-time audience report with different parameters (demographic and tech)</p> <p>Performance Critria 10:Analyse real-time and overall audience traffic reports</p> <p>Performance Critria 11:Integrate google ads account with analytics</p> <p>Performance Critria 12:Integrate google AdSense account with analytics</p> <p>Performance Critria 13:Create data analytics report by applying different filters</p> <p>Performance Critria 14:Export data analytics report in different formats (PDF, Excel, CSV etc.)</p> <p>Performance Critria 15:Share google analytics data</p> <p>Assessment Task 2</p> <p>Performance Critria 1: Design the content for the post</p> <p>Performance Critria 2: Select potential social media platforms</p> <p>Performance Critria 3: Publish post on social media platforms</p> <p>Performance Critria 4: Boost the post using Facebook and Instagram</p> <p>Performance Critria 5: Design the content/newsletter for email as per the standards</p> <p>Performance Critria 6: Generate list of potential recipients from different sources</p> <p>Performance Critria 7: Signup for google ads account</p> <p>Performance Critria 8: Add payment methods</p> <p>Performance Critria 9: Manage funds in account</p> <p>Performance Critria 10:Choose ad campaign goal as per the given type (search /</p>

	<p>smart/ website traffic/ lead form)</p> <p>Performance Critria 11:Add ad title with ad sets</p> <p>Performance Critria 12:Write ad and ad sets description</p> <p>Performance Critria 13:Add ad and ad sets link</p> <p>Performance Critria 14:Write ad and ad sets destination link</p> <p>Performance Critria 15:Select basic ad parameters (schedule, language, demographics, audience, location)</p> <p>Performance Critria 16:Select Bidding Strategy</p> <p>Performance Critria 17:Select ad budget</p> <p>Performance Critria 18:Run the ad</p> <p>Performance Critria 19:Choose campaign type (Display, and Video)</p> <p>Performance Critria 20:Add website address for Display Campaign</p> <p>Performance Critria 21:Select App platforms (iOS, Android)</p> <p>Performance Critria 22:Select App</p> <p>Performance Critria 23:Select app promotion ad parameters (scheduling, language, demographics, audience, location)</p> <p>Performance Critria 24:Select Budget</p> <p>Performance Critria 25:Select Bidding (install volume, cost per install)</p> <p>Performance Critria 26:Develop ad content</p> <p>Performance Critria 27:Save and Create the campaign</p> <p>Performance Critria 28:Configure and optimize all campaigns performances</p> <p>Performance Critria 29:Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements</p> <p>Performance Critria 30:Generate relevant keywords from keyword planner tools</p> <p>Performance Critria 31:Generate Reports on the Dashboard (reach, impressions, CPC, etc.)</p> <p>Performance Critria 32:Configure Planning & billing tools</p> <p>Performance Critria 33:Configure Shared Library tools</p> <p>Performance Critria 34:Configure Measurement tools (conversions and google analytics etc.)</p> <p>Performance Critria 35:Configure Bulk Actions tools</p> <p>Performance Critria 36:Configure Setup tools</p>
	<p>Portfolios required at the time of assessment (if any) for</p> <p>Performance Critria 1: Diary log or any other evidence of work completed on setup google analytics profile / account</p> <p>Performance Critria 2: Diary log or any other evidence of work completed on perform digital media promotional strategies</p> <p>Performance Critria 3: Diary log or any other evidence of work completed on develop google ads campaigns</p>

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: Registration/Roll Number: Candidate Signature:.....
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment	✓	✓					
Other Requirement					✓		
Each Assessment Task (with performance criteria)							

Assessment Task 1		Description of assessment task 1 Candidate is required to generate traffic using appropriate techniques and integrate Google Analytics into a Blog/website assigned by assessor..		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create Google Analytics Profile			
2	Create and manage properties in google analytics			
3	Configure properties in google analytics			
4	Generate tracking code with given parameters			
5	Integrate generated code into website or blog			
6	Verify tracking code performance			
7	Create views in google analytics profile			
8	Create goals in google analytics profile			
9	Generate real-time audience report with different parameters (demographic and tech)			
10	Analyse real-time and overall audience traffic reports			
11	Integrate google ads account with analytics			
12	Integrate google AdSense account with analytics			
13	Create data analytics report by applying different filters			
14	Export data analytics report in different formats (PDF, Excel, CSV etc.)			
15	Share google analytics data			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2		
		Candidate is required to develop digital marketing strategies and analyze Google Ads Campaign using keyword research methodology for affiliate and content marketing.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Design the content for the post			
2	Select potential social media platforms			
3	Publish post on social media platforms			
4	Boost the post using Facebook and Instagram			
5	Design the content/newsletter for email as per the standards			
6	Generate list of potential recipients from different sources			
7	Signup for google ads account			
8	Add payment methods			
9	Manage funds in account			
10	Choose ad campaign goal as per the given type (search / smart/ website traffic/ lead form)			
11	Add ad title with ad sets			
12	Write ad and ad sets description			
13	Add ad and ad sets link			
14	Write ad and ad sets destination link			
15	Select basic ad parameters (schedule, language, demographics, audience, location)			
16	Select Bidding Strategy			
17	Select ad budget			
18	Run the ad			
19	Choose campaign type (Display, and Video)			
20	Add website address for Display Campaign			
21	Select App platforms (iOS, Android)			
22	Select App			
23	Select app promotion ad parameters (scheduling, language, demographics, audience, location)			
24	Select Budget			
25	Select Bidding (install volume, cost per install)			
26	Develop ad content			
27	Save and Create the campaign			
28	Configure and optimize all campaigns performances			
29	Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements			

30	Generate relevant keywords from keyword planner tools			
31	Generate Reports on the Dashboard (reach, impressions, CPC, etc.)			
32	Configure Planning & billing tools			
33	Configure Shared Library tools			
34	Configure Measurement tools (conversions and google analytics etc.)			
35	Configure Bulk Actions tools			
36	Configure Setup tools			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Portfolio		Description of Portfolio Candidate is required to present a portfolio including:		
Current <input type="checkbox"/>	Sufficient <input type="checkbox"/>	Authentic <input type="checkbox"/>	Valid <input type="checkbox"/>	Reliable <input type="checkbox"/>
Portfolio meet the following performance standards:			Yes	No
			Remarks	
1	Diary log or any other evidence of work completed on setup google analytics profile / account			
2	Diary log or any other evidence of work completed on perform digital media promotional strategies			
3	Diary log or any other evidence of work completed on develop google ads campaigns			
Competent <input type="checkbox"/>			Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer (Part-II))	CS Code:	Level: 4	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Setup Google Analytics Profile / Account Perform Digital Media Promotional Strategies Develop Google Ads Campaigns 	Assessment Date (DD/MM/YY): Assessment Time: 30 min		

Guidance for Candidate	To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.
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Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: Registration/Roll Number: Candidate Signature:.....
Written Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. List down any three crm.	Aweber, mailchimp, infusion soft
2. What is search engine traffic?	Organic traffic we drive from search engines like google
3. What is paid traffic?	The traffic we generate using paid ads or sponsored content
4. Where do we place the google analytics tracking code	Copy and Paste it immediately after the <head> tag on each page of site.
5. Where do we place the google analytics tracking code	Copy and Paste it immediately after the <head> tag on each page of site.
6. What is customer avatar	Customer avatar is a representation of your ideal customer, their likes and dislikes, age group, gender etc
7. What is canva	A web based application used to design logos and ad creatives etc
8. What are infographics	Graphics visual representations of information
9. Does page loading speed matter when it comes to seo.	Yes, high loading speed can destroy your seo efforts

Question	Candidate's answer
10. What is ad destination link	Where we want to land the user after they click on the ad
11. What is target cpa bidding	In this google will focus on trying to convert user at a specific acquisition cost