

Appendix D WORK PROCESS

Pre-Apprentice ADVERTISING AND MARKETING SPECIALIST

O*NET-SOC CODE: 13-1161.00

RAPIDS CODE: Rapids 2021-PA-93983

ON-THE-JOB TRAINING WORK PROCESS SCHEDULE Trainee Name _____

JOB FUNCTION 1	Design a Digital Marketing Campaign		
Work Processes	Mentor's Certification	Apprentice's Initials	Date
Gathers information on key characteristics of a buyer persona and buyer journey, in accordance with the buyer's preferences and needs.			
Gathers information, assess a digital advertising budget for online lead generation that increases online traffic.			
Creates marketing content for blogs, ads to increase online traffic with the targeted buyer persona.			
Identifies and selects effective marketing objectives to include milestones, deliverables, and resources for a campaign that generates, and nurtures leads in the marketing funnel.			
Creates content targeting the buyer persona to launch effective emails to increase the Click Through Rate (CTR).			
Builds email workflows and increases productivity, using marketing automation tools effectively.			
Builds a storyboard that captures buyer persona preferences and needs for a product and or service.			
Develops a video platform, distributes the video, and reviews postproduction to increase online traffic.			
JOB FUNCTION 2	Digital Analytics: Analyze, measure, monitor, and assess digital marketing campaigns.		

Work Processes	Mentor's Certification	Apprentice's Initials	Date
Demonstrates ability to determine and track the conversion of online leads, nurturing a marketing funnel.			
Accurately tracks and assesses the performance of leads with google analytic reporting.			
Builds a social media and google analytics benchmark report, tracking results of a marketing campaign and or social post.			
Gathers and analyzes lead conversion data using Microsoft Excel.			
Creates data visualization charts and dashboards summarizing conversion and tracking data.			
Gathers, assesses, and interprets data from leads to communicate a story with the data, improving the attraction and conversion of leads.			



JOB FUNCTION 3	Assess, plan and prepare social media campaigns on various social media platforms		
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Work Processes	Mentor's Certification	Apprentice's Initials	Date
Uses a buyer persona to set goals and priorities for social media campaigns.			
Measures Return On Investment (ROI) by assessing campaign goals and metrics.			
Sets up social media platforms to launch social media posts attracting and converting leads in a campaign.			
Launches paid ad campaigns via social media platforms.			
Creates an editorial calendar that incorporates the buyer persona and their buyer's journey targeting specific marketing content offers.			



JOB FUNCTION 4	Utilize marketing automation technology for lead generation		
Work Processes	Mentor's Certification	Apprentice's Initials	Date
Uses the Pardot/HubSpot marketing automation tool to generate leads.			
Builds and customizes a sales funnel with a customer relationship management system.			
Segments lead lists based on the buyer persona within a Customer Relationship System (CRM).			
JOB FUNCTION 5	Administer effective Digital Advertising to maximize ad spend		
Work Processes	Mentor's Certification	Apprentice's Initials	Date
Builds and deploys a Google AdWords campaign.			
Sets up a remarketing strategy effectively targeting a buyer persona.			
Sets up Google Tag Manager to monitor traffic and website performance.			
Creates compelling ad copy to capture traffic and leads.			
Creates a display ad that targets a buyer persona to a website.			
Monitors and assesses an ad spend budget.			
Builds a landing page-using split testing (A/B testing).			
Builds a Conversion Rate Optimization (CRO) plan that includes A/B testing.			

JOB FUNCTION 6	Build effective Search Engine Optimization (SEO) for search engine ranking or Search Engine Results Page (SERP)		
Work Processes	Mentor's Certification	Apprentice's Initials	Date
Creates an SEO Audit on a website using an SEO Audit industry checklist.			
Builds keyword research with targeted keywords that attract buyer persona, customer preferences, and needs.			
Builds effective meta tags with keywords that rank for Search Engine Ranking Performance (SERP).			
Creates an off- and on-page SEO plan to capture Search Engine Ranking Performance (SERP) using customer preferences and needs.			
Builds an effective link building strategy to capture search engine ranking performance attracting buyer persona, customer preferences, and needs.			
Sets up local SEO plans that incorporate technology tools to build the local digital footprint for online reviews.			
JOB FUNCTION 7	Build portfolios that demonstrate digital marketing competency in marketing automation design i.e., Hubspot, content, ecommerce, mobile marketing, Customer Relationship Management (CRM) automation, Google Shopping, AdWords Scripts, Adobe Creative Suite		
Work Processes	Mentor's Certification	Apprentice's Initials	Date
Creates a portfolio of templates using HubSpot's marketing automation tool.			
Build a portfolio of marketing content generating brand awareness to attract buyer personas, and customers.			