## OMCA Competencies Standard: DRAFT



### **Content Marketing OMCA:: 2016**

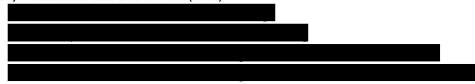
This document defines the competencies and skills required to qualify for employment in a supervised associate position in Content Marketing.

Distribution of training time in this competency guide is based on the most recent OMCP Role Delineation Study. The *minimum* didactic training time for an OMCA-Approved course for Content Marketing is hours while the average didactic time is currently hours. The percentage allocation for each module is to be used as a guideline with 20% variance allowed in OMCP course evaluations.

For OMCA certification the successful candidate shall meet or exceed the following competencies in Content Marketing:

#### I. Content Marketing Context

A. Key Definitions and framework (25%)



- 5. Explain the concept of content relevancy
- 6. Describe the tasks that support a content marketing plan
  - a) Listening
  - b) Implementation management
  - c) Budgeting
  - d) Measurement
- B. Organizational Structure (6%)

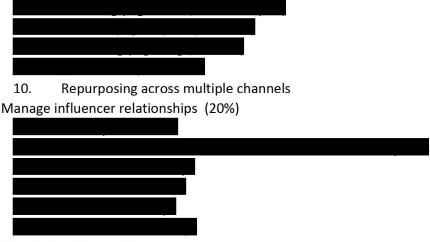


#### II. Content Marketing Strategy and Planning

- A. Describe content strategies for relevant social media channels (16%)
  - 1. Search engines (e.g., Google, Bing)
  - 2. Social networking (e.g. Facebook, Google+, LinkedIn)
  - 3. Micro-blogging (e.g. Twitter, Tumblr)
  - 4. Video sharing (e.g. YouTube, Vimeo, Vines)

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III. **Content Marketing Channel Management** 

В.

- Explain the role of SEO and Social Media Marketing in content marketing (10%)
  - Differentiate content marketing and social media marketing



- **Twitter**
- 4. LinkedIn
- C. Understand the concept of content share-ability (5%)
- Define multi-channel attribution (5%)
- IV. **Content Marketing Measurement and Control (4%)** 
  - A. Describe the relationship between budget and measurement
  - В. metrics 1. Correlate outcomes
    - 2. Map metrics to business outcomes
  - B. Relate the strengths and weaknesses of various content tactics for a specific business

### **Contributors:**

OMCP and the online marketing industry thank the following people and organizations that have contributed to the competency standard:

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