

## Instruction Sheet for the Candidate

<b>Qualification</b>	Affiliate Marketing Writer (Content Writer)
<b>Competency Standard</b>	Generate traffic for the affiliate sites
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b> <ul style="list-style-type: none"> <li>• Explore social media platforms</li> <li>• Explore email marketing</li> <li>• Boost Traffic</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<b>Explore social media platforms</b> <ol style="list-style-type: none"> <li>1. List down all social media platforms</li> <li>2. Select most appropriate social media platform/s</li> <li>3. Explore the features of the selected platforms</li> <li>4. Share your content on selected platforms</li> </ol> <b>Explore email marketing</b> <ol style="list-style-type: none"> <li>5. List down all email services provider</li> <li>6. Select appropriate email services provider</li> <li>7. Create email account</li> <li>8. Collect email addresses of your targeted audience from different sources</li> <li>9. Share content through email</li> </ol> <b>Boost Traffic</b> <ol style="list-style-type: none"> <li>10. Select platform of social media that can boost traffic on your product (e.g. Facebook, Instagram, twitter, LinkedIn, Pinterest etc.)</li> <li>11. Select Search engines that give traffic to your product links (e.g. google, Bing, YouTube etc.</li> <li>12. Explore the mechanism of the selected platforms for traffic (e.g. paid, un-paid)</li> <li>13. Use provided features of the selected platforms as per requirement</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Affiliate Marketing Writer (Content Writer)
<b>Competency Standard</b>	Generate traffic for the affiliate sites
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Explore social media platforms</li> <li>• Explore email marketing</li> <li>• Boost Traffic</li> </ul>

I can.....

Performance Criteria	Yes	No
1. List down all social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
2. Select most appropriate social media platform	<input type="checkbox"/>	<input type="checkbox"/>
3. Explore the features of the selected platforms	<input type="checkbox"/>	<input type="checkbox"/>
4. Compile the attributes of different affiliate marketing platforms.	<input type="checkbox"/>	<input type="checkbox"/>
5. List down all email services provider	<input type="checkbox"/>	<input type="checkbox"/>
6. Select appropriate email services provider	<input type="checkbox"/>	<input type="checkbox"/>
7. Create email account	<input type="checkbox"/>	<input type="checkbox"/>
8. Collect email addresses of your targeted audience from different sources	<input type="checkbox"/>	<input type="checkbox"/>
9. Share content through email	<input type="checkbox"/>	<input type="checkbox"/>
10. Select platform of social media that can boost traffic on your product (e.g. facebook, instagram, twitter, linkedin,pinterest etc.)	<input type="checkbox"/>	<input type="checkbox"/>
11. Select Search engines that give traffic to your product links (e.g. google, bing, youtube etc.	<input type="checkbox"/>	<input type="checkbox"/>
12. Explore the mechanism of the selected platforms for traffic (e.g. paid, un-paid)	<input type="checkbox"/>	<input type="checkbox"/>
13. Use provided features of the selected platforms as per requirement	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Affiliate Marketing Writer (Content Writer)
<b>Competency Standard</b>	Generate traffic for the affiliate sites
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

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							

## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Explore social media platforms</li> <li>Explore email marketing</li> <li>Boost Traffic</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	List down all social media platforms			
2.	Select most appropriate social media platform			
3.	Explore the features of the selected platforms			
4.	Compile the attributes of different affiliate marketing platforms.			
5.	List down all email services provider			
6.	Select appropriate email services provider			
7.	Create email account			
8.	Collect email addresses of your targeted audience from different sources			
9.	Share content through email			
10.	Select platform of social media that can boost traffic on your product (e.g. facebook, instagram, twitter, linkedin,pinterest etc.)			
11.	Select Search engines that give traffic to your product links (e.g. google, bing, youtube etc.			
12.	Explore the mechanism of the selected platforms for traffic(e.g. paid, un-paid)			
13.	Use provided features of the selected platforms as per requirement			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Affiliate Marketing Writer (Content Writer)
<b>Competency Standard</b>	Generate traffic for the affiliate sites
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Name any five social media platforms		
2.	Name appropriate email services provider		
3.	What is google keyword planner?		

<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____