

## Activity: Spot Digital Marketing in Your Daily Life

### Objective:

To help you recognise how digital marketing shapes your online experiences and influences your decisions.

### Instructions:

#### Track Your Digital Marketing Encounters

For the next 24 hours, pay attention to at least five instances where you come across digital marketing.

Think about:

- An ad that pops up before a YouTube video you're watching
- A promotional email that lands in your inbox
- A suggested product when you're browsing an online store
- A brand's post on Instagram or TikTok that grabs your attention
- A push notification from a shopping app reminding you about a sale

#### Categorise Your Encounters

Which type of digital marketing was it?

- Social Media Marketing – A brand's post, influencer content, or paid ad
- Email Marketing – A newsletter, discount offer, or cart reminder
- Content Marketing – A blog post, product review, or how-to guide
- Search Engine Marketing (SEM) – A Google ad or a promoted search result
- AI & Personalisation – A product recommendation or Netflix suggesting what to watch next

#### Reflect on Your Experience

- Which marketing strategy caught your attention the most? Why?
- Did any of them make you want to engage with the brand?
- Did you feel like the ads or recommendations were relevant to you?

#### Outcome

By the end of this activity, you'll start noticing how brands connect with you online, and you might even look at digital marketing in a whole new way!