

Activity: Mapping Your Multi-Channel Experience

Objective:

To help you recognise how different digital marketing channels interact and influence your online experience.

Instructions:

Over the next 24 hours, track at least 3 interactions with brands across different marketing channels. Look at how brands are reaching you through:

Look for:

- Social media ads/posts (Instagram, TikTok, Facebook, LinkedIn, Twitter)
- Search engine results (Google Ads or organic search results)
- Email promotions (newsletters, discount offers, abandoned cart emails)
- Mobile apps & notifications (personalised offers, loyalty programs, push notifications)
- Influencer or user-generated content (a YouTuber, TikTok influencer, or customer reviews)

Categorise each Interaction:

1. Which marketing channel was used?
2. What was the message? (e.g., discount, product promotion, brand storytelling)
3. Did it make you engage with the brand? Why or why not?
4. How did AI or personalisation play a role?

Reflect:

- Which marketing channel grabbed your attention the most?
- Did any of the interactions feel intrusive or irrelevant?
- Did you notice a brand using multiple channels to reach you?

Bonus Activity: Compare two brands, one that effectively integrates multiple channels and one that doesn't. How does the experience differ?

Outcomes:

By completing this activity, you'll gain a deeper understanding of how brands use different marketing channels and how they impact consumer behaviour. This will also help you think critically about what makes a multi-channel strategy effective.