

Activity: Mapping Your Multi-Channel Experience

Objective:

Recognise how digital marketing influences your personal buying decisions.

Instructions:

Over the next 24 hours, reflect on a recent or ongoing purchase you've considered. It could be a gadget, clothing item, subscription service, or travel booking.

Step 1: Identify the Stages of Your Journey

- **Awareness** – When did you first realise you needed or wanted the product?
- **Consideration** – How did you research or compare options?
- **Decision** – What made you finalise the purchase (or not)?

Step 2: Categorise the Marketing Touchpoints

- What types of digital marketing influenced you at each stage?
 - Social media ads/posts
 - Blog articles or comparison sites
 - YouTube or influencer reviews
 - Email promotions or retargeting ads
 - Customer testimonials or recommendations

Step 3: Reflect on Your Experience

- Which marketing efforts were **most effective** in guiding you?
- Did you notice **AI-driven personalisation**, such as tailored ads or recommendations?
- If you didn't complete the purchase, what stopped you?

Outcome:

By tracking your journey, you'll gain insight into how businesses shape consumer decisions through digital marketing.