

## Downloadable activity to share with your learners and to upload on the IncludeUp Community.

### MODULE 1: Digital Segmentation

Submodule 1: Introduction to digital strategies

Lesson 2: Recognise digital strategies

Level: Foundation

#### - **Assignment**

##### 1. Introduction to Digital Marketing Strategies:

- Begin by providing students with a brief overview of different digital marketing strategies, such as SEO, social media marketing, email marketing, and content marketing. Explain the basic concepts and objectives of each strategy.

##### 2. Scavenger Hunt Preparation:

- Divide students into small groups and assign each group a specific digital marketing strategy to focus on.
- Provide students with a list of digital marketing channels and platforms to explore during the scavenger hunt. This may include websites, social media platforms, email newsletters, online advertisements, and more.

##### 3. Scavenger Hunt Tasks:

- Instruct each group to search for real-world examples of their assigned digital marketing strategy across the provided channels and platforms.
- Encourage students to document their findings by taking screenshots, capturing URLs, or writing brief descriptions of the examples they find.
- Each group should aim to find at least three examples of their assigned digital marketing strategy in action.

#### 4. Group Presentations:

- After completing the scavenger hunt, reconvene as a class and have each group present their findings.
- During the presentations, encourage groups to share the examples they found, explain why they chose them, and discuss how each example demonstrates the effectiveness of their assigned digital marketing strategy.
- Encourage classmates to ask questions and provide feedback on the examples presented.

#### 5. Reflection:

- Facilitate a discussion with the class to reflect on the scavenger hunt experience. Ask students to share any insights or observations they gained about digital marketing strategies from the assignment.
- Encourage students to consider how they might apply what they learned to real-world marketing scenarios in the future.