

Downloadable activity (with instructions and solution) to share with your learners and to upload on the IncludeUp Community.

MODULE 1: Digital Segmentation

Submodule 1: Introduction to digital strategies

Lesson 2: Identifying digital strategies

Level: Intermediate

- Assignment

Matching game

This activity will help you check if students understand the seven steps to create an online strategy by having them arrange the steps in the correct order and match each step with its corresponding explanation.

instructions:

prepare the cards:

- create 14 cards: 7 cards with the names of each step and 7 cards with the explanations.
- you can print these on paper or use digital cards in a presentation tool.

step cards:

1. self-reflection
2. determine your target group
3. conduct a competitive analysis
4. determine the right resources and channels
5. determine objectives for each channel
6. write a clear website briefing
7. analyze and optimize

explanation cards:

- Think about your company's mission, vision, and how online marketing can help achieve your goals.
- Identify who your ideal customers are and where they spend time online.
- Look at how your competitors use online marketing and what makes your business different.
- Choose the best online platforms and tools based on your goals and audience.
- Set specific goals for each online channel you plan to use.
- Create a detailed plan for your website, including goals, audience, and design needs.
- Review your results, see what worked, and make improvements.

Activity setup:

- o Mix up the step cards and explanation cards.
- o Distribute the cards to the students (either individually, in pairs, or small groups).

Instructions for students:

- o Step 1: arrange the step cards in the correct order, from the first to the last step of creating an online strategy.
- o Step 2: match each step card with the correct explanation card.

Review:

- o Once the students have arranged and matched the cards, review the correct order and matches together as a class.
- o Discuss any misunderstandings or questions about the steps and their meanings.

Correct order and matches:

1. self-reflection – think about your company’s mission, vision, and how online marketing can help achieve your goals.
2. determine your target group – identify who your ideal customers are and where they spend time online.
3. conduct a competitive analysis – look at how your competitors use online marketing and what makes your business different.
4. determine the right resources and channels – choose the best online platforms and tools based on your goals and audience.
5. determine objectives for each channel – set specific goals for each online channel you plan to use.
6. write a clear website briefing – create a detailed plan for your website, including goals, audience, and design needs.
7. analyze and optimize – review your results, see what worked, and make improvements.

Submission: students don’t need to submit anything, but they should be ready to discuss their answers during the review.

Grading criteria: this activity is graded on participation and understanding. ensure students can correctly order the steps and match the explanations.

Note to educators: this activity is interactive and straightforward, making it ideal for reinforcing students' understanding of the seven steps. you can adapt it for various group sizes or as a timed challenge to add some excitement.