**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 7**

**GROUP ACTIVITY**

**ZMOT**

Watch the video:

<https://www.thinkwithgoogle.com/marketing-resources/micro-moments/winning-the-zero-moment-of-truth-a-new-mental-model/>

Then read the article:

<https://www.thinkwithgoogle.com/marketing-resources/micro-moments/zmot-why-it-matters-now-more-than-ever/>

Critically assess whether ZMOT applies in all marketplaces. Are there marketplaces where ZMOT does not apply, if so, which?