

**INCLUDES  
2 ACTIVITIES**

# Affiliate Marketing

## SOCIAL MEDIA MARKETING UNIT

**Students act as an  
Affiliate Marketer**

**A Critical Thinking  
Activity**

**Great for  
Entrepreneurship,  
Marketing, or any  
Business Ed class!**

**NO PREP!  
ENGAGING!**



BUSINESS EDUCATION WITH *Denise Leigh*

# An Affiliate Unit – 2 Activities



## Activity #1 – Affiliate Marketing

- What is Affiliate Marketing?
- How does it work?
- What are the three categories?
- How do Affiliate Marketers get paid?
- What are the Marketing Channels?
- Why become an Affiliate Marketer?
- Types of Affiliate Marketing.

**Affiliate Marketing**  
Here is a [LINK](#) to learn more about Affiliate Marketing.

Section 1: Three parties must be involved in order for affiliate marketing to work. List them below...

Section 2: What are three categories of affiliate marketing?

Section 3: What are four ways that affiliate marketers get paid?

Section 6: What are six tips to become a success affiliate marketer?

**No Prep!**  
**Great for a Sub Day!**  
**Great for Remote Learning Day!**

# Activity #2 - Use an Assessment

- ✔ Student act as a Social Media Affiliate Marketer for 5 products that they **USE...LOVE...AND HIGHLY RECOMMEND!**
- ✔ Students assess the Unique Selling Position (USP) for each product?
- ✔ Students do a SWOT Analysis for one of their products.
- ✔ Students create social media posts for 2 of their products.

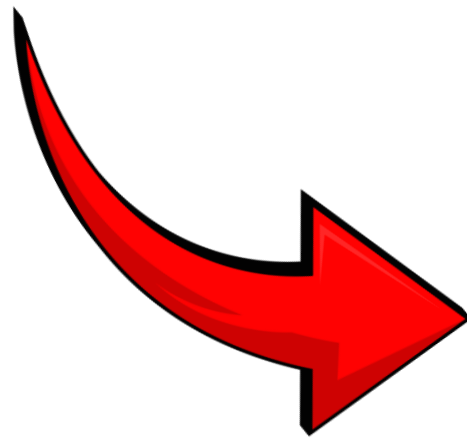


**Student Examples &  
Grading Rubric Included**

**Teaching Duration: 90 minutes + Class Discussion**

# An Example Slide

Students identify the Unique Selling Position (USP) of their 5 products.



**PITCH your products!**

List each of the products that are on your affiliate marketing list from the previous page. What USP (*unique selling position*) would you highlight in your affiliate social media posts about this product? In other words, what is special about your products that make you recommend them?

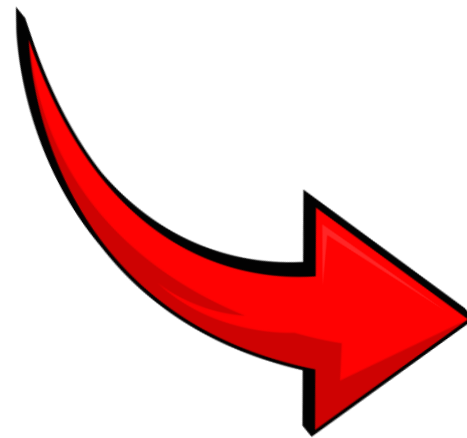
Product	Unique Selling Position
1.	
2.	
3.	
4.	
5.	

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**A Highly Engaging Marketing Activity**

# An Example Slide

Students complete a SWOT Analysis for one of their products.



**SWOT Analysis Application**

Intimately knowing the products that you are recommending to others is important in effective affiliate marketing. Conducting a SWOT analysis can help with your social media posts and increase your knowledge of the product.

Pick a product from your affiliate list.

List product name here:

<b>S</b>	Strength	<b>INTERNAL</b>	
<b>W</b>	Weakness		
<b>O</b>	Opportunity	<b>EXTERNAL</b>	
<b>T</b>	Threat		

Complete a SWOT Analysis on one of the products on your affiliate list. Refer to the previous slide to help with your analysis.

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**A Highly Engaging Marketing Activity**

# Makes a Great Assessment! – 9 slides

Please read...

Copyright alert and information:

If you were an affiliate marketer, you WOULD NOT be legally permitted to get images from searching online and use them in a social media post. They are NOT your images to use for commercial use. However, under the umbrella of the "Fair Use Index", you may use images online for educational purposes as they will never be shared beyond your

## If I were an affiliate...

Social media is the perfect platform for affiliate marketing. Some products, brands, and labels make all of their sales by word of mouth and affiliate marketing.

What you learned about affiliate marketing, apply what you learned. Use your critical thinking skills to choose a product to promote as an affiliate!

## Pick your products...

Affiliate Product List

Pick 5 products! These products need to be products that you use, love, and would highly recommend to others.

Ex: Clothing, tech items, sports equipment, bookbag, school supplies, etc.

Drop a picture of the 5 products here.

## PITCH your products!

List each of the products that are on your affiliate marketing list from the previous page. What USP (unique selling position) would you highlight in your affiliate social media posts about each product? In other words, what is special about your products that make you recommend them?

	Product	Unique Selling Position
1.		
2.		
3.		
4.		
5.		

## SWOT Analysis

What is a SWOT analysis? A SWOT analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

	INTERNAL	EXTERNAL
Strength	What are the product's strengths?	
Weakness	What are the product's weaknesses?	
Opportunity		
Threat		

## SWOT Analysis Application

Intimately knowing the products that you are recommending to others is important in effective affiliate marketing. Conducting a SWOT analysis can help with your social media posts and increase your knowledge of the product.

Pick a product from your affiliate list.

## Create a Social Media Post #1!

Select another product from your affiliate product list. Create a social media post showcasing an image of the product. It should be awesome if YOU were the one advertising the product. Use the product as an affiliate marketer by using them or holding them in the post.

If you had music on your post? What song would it be?

Using hashtags will help potential customers find what you are selling. Hashtags allow you to specify interests groups, hobbies, and needs of customers.

Assign 5 hashtags to your post.

## Create a Social Media Post #2!

Select another product from your affiliate product list. Create a social media post showcasing an image of the product. It should be awesome if YOU were the one advertising the product. Use the product as an affiliate marketer by using them or holding them in the post.

If you had music on your post? What song would it be?

Using hashtags will help potential customers find what you are selling. Hashtags allow you to specify interests groups, hobbies, and needs of customers.

Assign 5 hashtags to your post.

#  
#  
#  
#  
#

Product Selection (pg2)	One for each product	/5
USP Unique Selling Position (pg3)	One for each product	/5
SWOT Analysis (pg5)	One point for each product	/5
Social Media Post #1 (pg. 6)		/5
Social Media Post #2 (pg. 7)		/5
TOTAL		/25

# Google Slides that easily converts to PowerPoint

**This Affiliate  
Unit is  
included in my  
Social Media  
Marketing  
Course**

# **Social Media & Digital Marketing Full Semester Course**

**A Social Media Marketing  
Full Semester Course  
with over  
**40 Digital Activities!****

**Includes an  
Easy-To-Follow Lesson  
Library for the Teacher**

**All Easy-to-Use, Fillable  
Google Docs and Slides!**

**NO PREP!  
NO GUESS WORK!  
SAVES YOU TIME!**



**INCLUDES A FINAL PROJECT FILE  
& BULLETIN BOARD**

**BUSINESS EDUCATION WITH *Denise Leigh***

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

