

**INCLUDES  
2 ACTIVITIES**

# Blog Marketing

## Social Media Marketing

### Digital Activity

Students discover the Pros & Cons of Blog Marketing.

Students create an X post to explain Blog Marketing

GREAT activity for Entrepreneurship class, Marketing class...or any Business Ed class!

**NO PREP!**  
**GREAT FOR A SUB DAY!**



BUSINESS EDUCATION WITH *Denise Leigh*

# AN INTRODUCTION TO BLOG MARKETING

## Activity #1

- ✔ What are blogs are and their potential for marketing?
- ✔ The history and evolution of blogs.
- ✔ Common blog topics and entrepreneurial uses of blogs.
- ✔ The pros and cons of blog marketing.
- ✔ Analyzing an existing blog and evaluating its effectiveness.


## Activity #2 (A FORMATIVE ASSESSMENT)

- ✔ Students are prompted to create a Twitter Post to explain how Blog marketing works for small businesses.



**Teacher's Key Included**  
**Great for a Sub Day or Remote Day**

# USE IN YOUR INTRO TO BUSINESS, ENTREPRENEURSHIP, MARKETING, & SOCIAL MEDIA MARKETING CLASSES



## Blog Marketing

Blogs are web spaces to write about anything of interest. They are also a great place to market products or services. Here is a [LINK](#) to learn more about blog marketing.

Where does the word "Blog" come from?

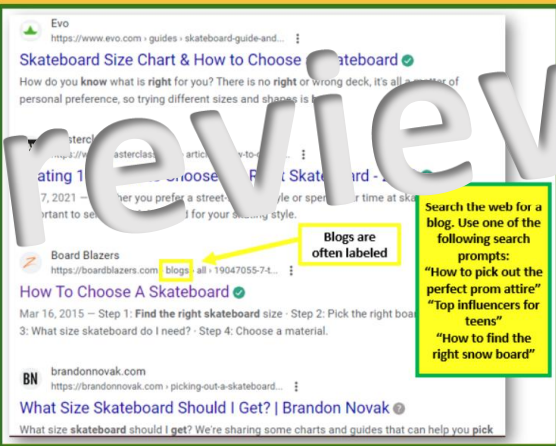
When blogs first began, what were they used for?

What are some common topics of blogs today?

What do entrepreneurs blog for today?

What are the PROS & CONS of blog marketing?	
PROS	CONS


Using the same resource link, read the "How to do Blog Marketing" section and list the steps as well as one aspect of each step.

Search the web for a blog. Use one of the following search prompts:  
 "How to pick out the perfect prom attire"  
 "Top influencers for teens"  
 "How to find the right snow board"

After searching for a website (above) analyze the blog and answer the following questions...

Drop the link to the blog here →	
Does the blog answer your prompt? Explain	
Is there a place that sells on this site?	



Create an X Post

280 characters. Less than 10% of all tweets are retweeted. Blog marketing is essential to many small businesses.

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A Formative Assessment

**A Google Docs lesson.  
Just send to your students on your LMS.**

**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.

