

# FACEBOOK

## Social Media Marketing

### Digital Activity

Students learn the history of **Facebook** and about **Facebook** ads and how Sour Patch Kids brand used **Facebook** ads...AND MORE!

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

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



BUSINESS EDUCATION WITH *Denise Leigh*


# **NO PREP LESSON!**

## **AN INTRODUCTION TO FACEBOOK**

- ✓ The history of Facebook.
- ✓ How does Facebook generate revenue?
- ✓ Understanding how companies use Facebook for advertising and promotion.
- ✓ The biggest problem facing Facebook today.
- ✓ A Facebook advertising case study (Sour Patch Kids) to understand goals, target audience, strategies, & outcomes.
- ✓ ...and more!

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

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



Facebook is the most widely used social media application. Billions of people, companies, social groups and event promoters use Facebook for various reasons. It's a GREAT tool to promote and advertise, even though that is not why it was created.  
[CLICK HERE](#) to access a resource link to answer the following questions.  
If that link fails ...Use [this link](#)  
Learn MORE about this very popular and effective marketing tool.


<b>HISTORY</b> Give a briefing on the history of Facebook: Who is the founder? When was it started? Why? What was the original name? Where was it created?	Who: When: Why: What: Where:
<b>REVENUE</b> Is it free to users? How does Facebook make most of their money?	
<b>INCREASED USE</b> When did the website go beyond the creator's school? How old must users be to use?	
<b>ADVERTISING AND PROMOTION</b> What did Procter and Gamble do to promote their product? What happened with Facebook after this?	
<b>REALITY</b> When did the business first use Facebook today and why?	
<b>BLIC EN</b> When did the link go public and how much was raised by this effort?	

There are seven ways that businesses can advertise on Facebook.  
[CLICK HERE](#) to access a resource to discover them.  
List the types of advertising. What product or service would be appropriate for that type of marketing.

Type of Advertising mentioned in the resource link	What product would be a good choice for this type of marketing? <small>Think! A specific brand of shoes? A specific cell phone? A candy bar? A whitening toothpaste? A concert event? A hair salon? A men's cologne?</small>

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Facebook Advertising Case Study



Sour Patch Kids Brand used Facebook to advertise.

[CLICK HERE](#) to learn about what happened.

What was the goal? Who did they want to appeal to? What was new with their business? How did they try to reach their goal? What were the results? Explain.

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.

