

**INCLUDES
2 ACTIVITIES**

Google Ads

Social Media Marketing

Digital Activity

Students discover the benefits of Google Ads.

Students are prompted to create an X (Twitter) Post to explain Google Ads
(A Formative Assessment)

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



Teacher's Keys included

BUSINESS EDUCATION WITH *Denise Leigh*

2 NO PREP LESSONS!

AN INTRODUCTION TO GOOGLE ADS

- ✓ Students **LEARN** about the many benefits of using Google Ads.
- ✓ Students **ANALYZE** a Google Ad and list the information that can be gathered about the business.
- ✓ Students **CREATE** an X (Twitter) post (using no more than 280 characters) to explain Google Ads.



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

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

Google Ads

Using **THIS LINK**, list 3 things that you learned about Google Ad Words from the section "What is Google AdWords?"

What are the 2 ways that AdWords

The resource link above lists 7 other b
Summarize each below in y

1
2
3
4
6
7

Google

dog walker

Rover.com - Dog Walking | Local, Affordable, Trusted.

Dog Walking Uptown | Chicago's Dog Care Specialists

Trusted Dog Walkers | Daily Walks - Happy Paws | wagwalking.com

Out-U-Go Pet Care | OutUGo.com

Create an X (Twitter) POST

in 280 characters or less, explain Google Ad.

PREVIEW

**Use this activity as a
Formative Assessment**

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.



Google Ads