

# **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 Perise 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.

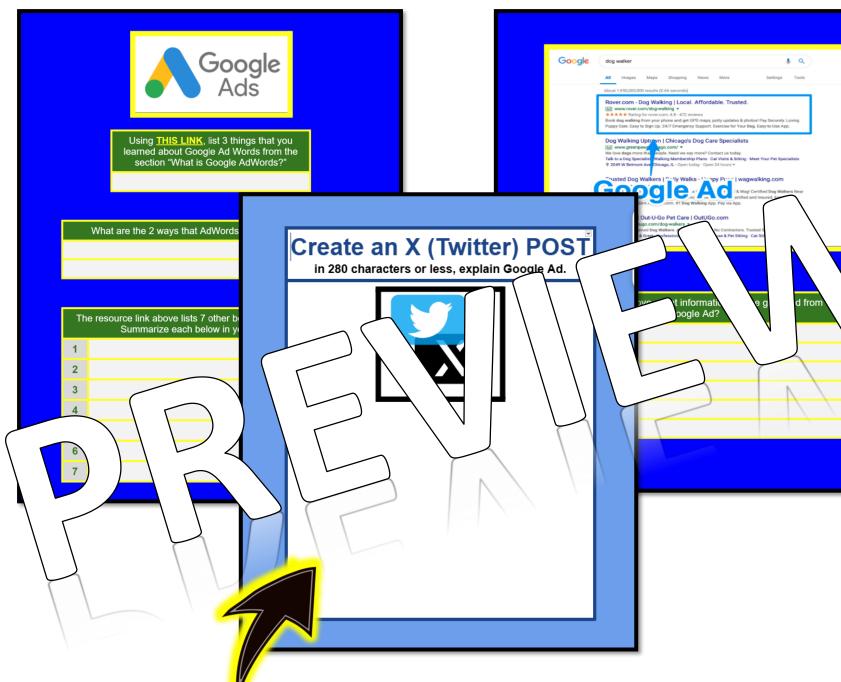


# **Teacher's Key Included Great for a Sub Day or Remote Day**





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



# 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<sup>™</sup> Project-Based Business Education (PBL) Classroom.



