

Social Media Influencer

SOCIAL MEDIA MARKETING UNIT

1 Influencer Lesson
+
2 Influencer Projects

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



NO PREP!
ENGAGING!

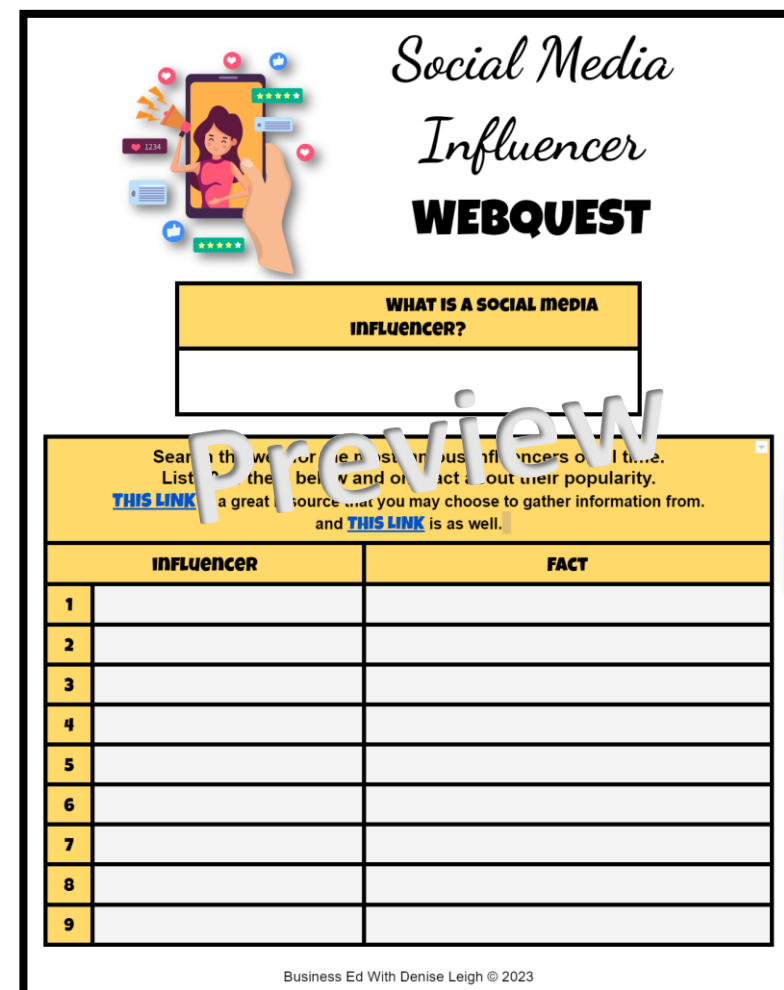
BUSINESS EDUCATION WITH *Denise Leigh*

An Influencer Unit – 1 Lesson & 2 Activities



Lesson #1 – Social Media Influencer WebQuest

- Students learn what is a social media influencer.
- Students do a WebQuest for the most famous influencers of all-time.
- Who do you follow?
- Have they influenced you?



Social Media Influencer
WEBQUEST

WHAT IS A SOCIAL MEDIA INFLUENCER?

Search the web for the most famous influencers of all time. List the names below and one fact about their popularity. [THIS LINK](#) is a great source that you may choose to gather information from, and [THIS LINK](#) is as well.

	INFLUENCER	FACT
1		
2		
3		
4		
5		
6		
7		
8		
9		

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10

DO YOU FOLLOW ANY OF THE INFLUENCERS ON YOUR LIST ABOVE?
IF SO, WHO?

HAS ANYONE ON SOCIAL MEDIA EVER INFLUENCED YOU TO BUY SOMETHING?
IF SO, WHO WAS THE INFLUENCER AND WHAT WAS THE PRODUCT OR SERVICE?

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

3 Influencer Lesson & Activities

Activity #1 - Social Media Influencer Collaborative Class Research Project

***Grading Rubric Included**

Everyone in the class will be working in this file at the same time. **STAY ON YOUR PAGE!** There is NO reason for you to be on another slide.

Choose an influencer that you would like to learn about. You will be telling their story in photos with captions. Type your name in the first column and then list the influencer that you would like to do your photo research.

Student Name	Name of Influencer
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	

Student Name	Name of Influencer
22	
23	
24	
25	
26	
27	
28	
29	
30	

Students pick an influencer to learn about.

Students ANALYZE –

- Who is the Influencers Target Market?
- What products or services do they promote?
- What is their story?

Influencer

Collaborative Research File

Preview



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*Who are they?
*Who is their target audience?
*What type of products or services do they promote?
*What company/companies are they associated with?
*In general, what is their story?

Include 5 main bits of information in PICTURES or LOGOS with captions about your influencer. Fill the entire space of your slide page and make it attractive.

Click to add text

Preview

Add the name of the influencer in the box

Your name here

Click to add text

Use an Assessment

- ✔ Activity #1 – ‘Be an Influencer’ Project
- ✔ Student act as a Social Media Influencer for a product that they **USE...LOVE...AND HIGHLY RECOMMEND!**
- ✔ Students identify the following:
 - ✔ Target Market
 - ✔ The Marketing Mix
 - ✔ Unique Selling Position (USP)
 - ✔ The 10-Second Pitch
 - ✔ Select Social Media Platforms to promote

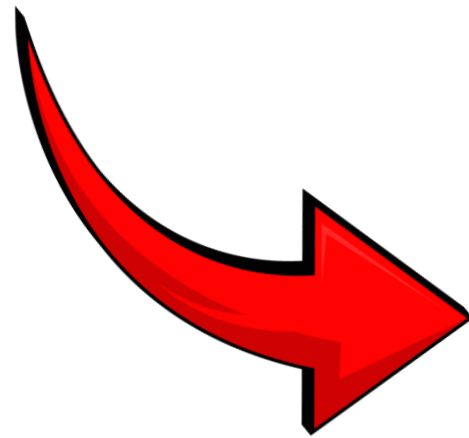


**Student Examples &
Grading Rubric Included**

Teaching Duration: 120 minutes + Class Discussion

An Example Slide

Students identify
the Target Market



Target Market

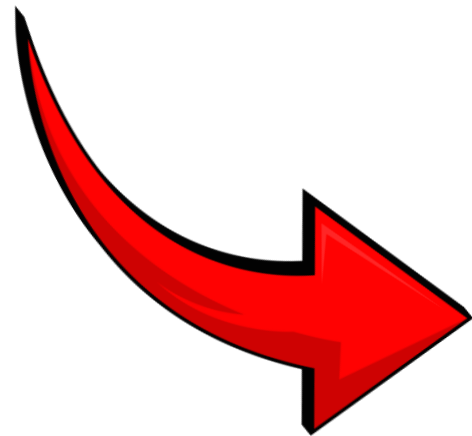
Who would be your target audience for this product? In other words, who do you feel would also LOVE this product and have a use for it?
List at least 5 demographic descriptors in the blue box below.
Examples would be: Age range, gender, hobbies, interests, students, coffee drinkers, skateboarders, football watching fans, guitar players, those who wear cosmetics, etc.

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A Highly Engaging Marketing Activity

An Example Slide

Students complete
The Marketing Mix



Marketing Mix

AKA: 4 P's of Marketing

The best influencers for any given product really knows the product well! How well do you know this product?

Complete a **Marketing Mix** for the product that you selected.

Product/Service	List the name of the product.
Price	What is the cost of this product?
Place	Where is this product being sold?
Promotion	List all of the ways that the company can or will promote this product and let their target market know that it exists.
Target Market	List the describing words of your target market.

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Fill in

Target Market

Product/Service

Price

Place

Promotion

A Highly Engaging Marketing Activity

Fun & Engaging! – 9 Slides

Be a Social Media Influencer

Brand managers and businesses will search for an influencer who has a following (large group of people who follow them on social media) and is influential to their target audience.



You be the influencer...

If you were to be selected to be a social media influencer, what product would that be? This product should be one that you USE...LOVE...AND would HIGHLY RECOMMEND to a friend.

Drop a picture of the product here.



Target Market

Who would be your target audience for this product? In other words, who do you feel would also LOVE this product and have a use for it? List at least 5 demographic descriptors in the blue box below. Examples would be: Age range, gender, hobbies, interests, students, coffee drinkers, skateboarders, football watching fans, guitar players, those who wear cosmetics, etc.



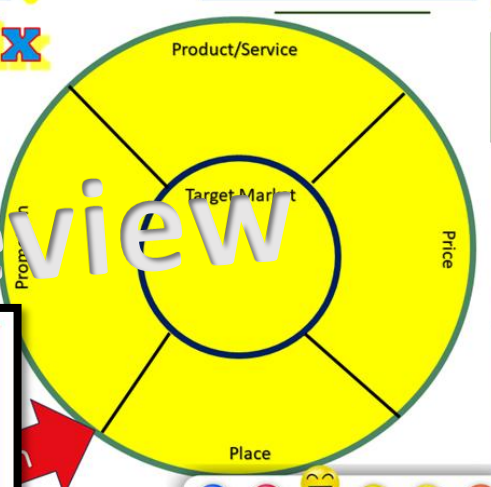
Marketing Mix

AKA: 4 P's of Marketing

The best influencers for any given product really knows the product well! How well do you know this product?

Complete a Marketing Mix for the product that you selected.

Product/Service	List the name of the product.
Price	What does the product cost?
Place	Where is this product being sold?



USP

Products and brands often have a USP, **Unique Selling Position**. This is something that is unique/different enough to set itself aside from other products and brands.

List 5 unique things about your product that you could use in a social media post as a selling point.

- 1.
- 2.
- 3.
- 4.
- 5.



The 10 second PITCH!

The first 5 or 10 seconds of a social media video clip is the most important! Your message should be interesting enough in the first seconds of your post so that viewers don't swipe past you! **Tip:** Be sure to include some USP adjectives from the previous slide. **This is called the SOCIAL MEDIA PITCH!**


Social Media Video Pitches are much like elevator pitches.



PITCH SWOP!

Listen to 5 of your classmate's pitches and complete the table. (share your pitch with them as well.)

Product that was pitched by a classmate influencer.	After listening to the pitch, list 2 USP's about that product.
1.	
2.	
3.	
4.	
5.	




Be a Social Media Influencer

Selection (pg2) One point for each product/demographic describing words (pg3) One point for each component of the Marketing Mix (pg4) One point for each Unique Selling Position (pg 5) One point for each product and Pitch (pg6) One point for each Social Media Platform (pg 7) One point for selecting 3 and Pitch Reflection (pg 8) One point for each pitch swap

!!

Be sure to select 3 of the social media platforms you would choose? Keep your target audience in mind!



**This Influencer
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.

