

INCLUDES 6 ACTIVITIES

Social Media Marketing Introduction Unit



BUSINESS EDUCATION WITH *Denise Leigh*

A Great Introduction to Social Media Marketing Unit

A 6 Lesson Social Media Marketing Unit:

1. What is Social Media?
2. The Four Cs of Social Media Marketing
3. Reasons Why Businesses Use Social Media
4. Social Media Marketing Success Stories
5. Marketing with Hashtags
6. Social Media Marketing Careers



NO PREP!

Teacher's Keys Included





Social Media
A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

WHAT IS SOCIAL MEDIA?

Click on [THIS LINK](#) to answer the following questions about social media.

Section 1:

SOCIAL MEDIA APPS AND PLATFORMS ALLOW USERS TO DO WHAT?

Section 2:

ACCORDING TO DATA FROM EARLY 2023, LIST TYPES OF SITES USED MOST...

Section 3:

HOW DID SOCIAL MEDIA EVOLVE?

Why did social media originate?	
What was the first network to reach over a million active users? When?	
What two other social media platforms made an active appearance?	
What is the average time that an individual uses social media daily?	
What generations are most likely to get their news on social media websites?	
List 3 of the newer social media apps.	

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WHAT ARE SOME CATEGORIES OF USER INTERESTS THAT VARIOUS SOCIAL MEDIA TARGETS?

WHAT ARE 4 REASONS WHY BUSINESSES USE SOCIAL MEDIA?

RENAME THE LIST OF TOP SOCIAL MEDIA SITES. LIST THE TOP 5 THAT YOU USE.

AFTER RANKING THE TOP 5 OF TOP SOCIAL MEDIA SITES, LIST 5 NEW SITES THAT YOU HAVE NEVER HEARD OF...

WHAT ARE THE ADVANTAGES OF THE ABILITY TO COLLECT INFORMATION FROM THE DATA OF SOCIAL MEDIA?

WHAT ARE 5 WAYS THAT THIS CAN HELP THE BUSINESS?

SINCE SOCIAL MEDIA IS REAL-TIME, THERE ARE SOME NEGATIVE ASPECTS TO IT. LIST 5 NEGATIVE ASPECTS IN WHICH USERS ARE PRONE TO...LIST THEM BELOW...

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THE ECONOMIC EFFECTS OF SOCIAL MEDIA MARKETING...

According to Facebook, how many small businesses use Facebook for marketing?	
How much of a business's marketing budget does social media make up?	
How much of a business's marketing budget does social media make up?	

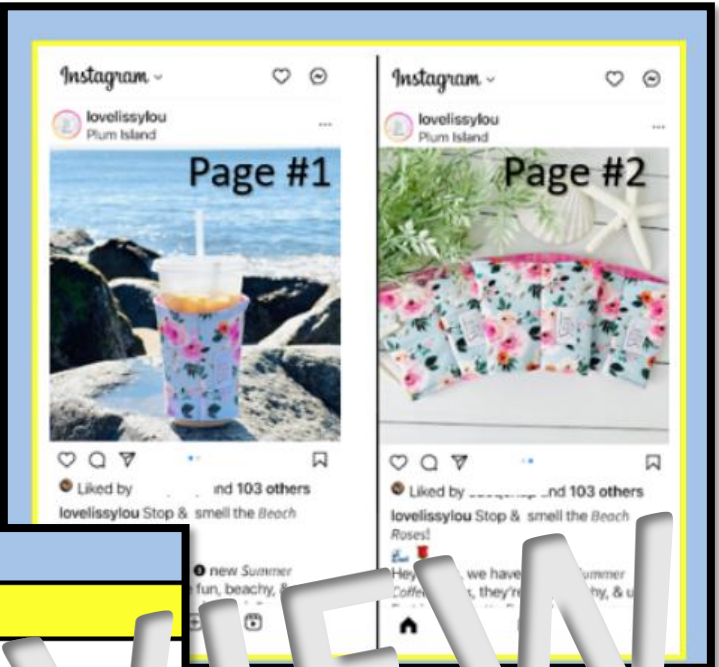
RENAME THE LIST OF TOP SOCIAL MEDIA SITES. LIST THE TOP 5 THAT YOU USE.

AFTER RANKING THE TOP 5 OF TOP SOCIAL MEDIA SITES, LIST 5 NEW SITES THAT YOU HAVE NEVER HEARD OF...

Social Media Reflection

HAVE YOU EVER BEEN INFLUENCED TO BUY SOMETHING ON SOCIAL MEDIA? IF SO, WHAT SOCIAL MEDIA APP AND WHAT DID YOU BUY? EXPLAIN...

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Social Media C #3 →

Social Media C #4 →

4 C's of Social Media

There are 4 C's of social media marketing that act as strategies to interact with customers. Refer to [THIS LINK](#) to learn about them. Label each chart below with each of the C's of social media marketing and list 3 things learned about each.

Social Media C #1 →

Social Media C #2 →

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What is Social Media?

4 Cs of Social Media Marketing

9 REASONS WHY BUSINESSES CAN'T IGNORE SOCIAL MEDIA

- Increases Brand Awareness
- Humanizes your Brand
- Helps to stay on top of mind
- Increases Website Traffic
- Serves as a platform to partner with influencers
- Builds reputation & Goodwill
- Helps to handle Crisis
- Offers more meaningful insights about your customers
- Helps to keep an eye on the competition

CLICK HERE to explore 9 reasons why businesses can't ignore social media.

PREVIEW

Analyzing the Benefits of Social Media Marketing	Reason Why Businesses Must Use Social Media	List rationale behind why this reason benefits businesses. Use the link above to help in your thinking.
Increases Brand Awareness		
Humanizes your brand		
Helps to stay on top of mind		
Increases website traffic		
Serves as a platform to partner with influencers		
Builds reputation and goodwill		
Helps to handle crisis		
Offers more meaningful insights about your customers		
Helps to keep an eye on the competition		

Social Media Success Story
WEBQUEST

Search the Web for "Social Media Success Stories" and select a success story that interests you. Answer the following questions...

What company had success on social media?
 What social media platform did they use?
 List at least 3 details about this social media success story.

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PREVIEW

Social Media Success Stories



UNICORN FRAPPUCCINO!

Look at the ad above and apply it to the **4 C'S OF SOCIAL MEDIA MARKETING.**

What is the CONTENT of the ad?	
What is the CONVERSATION ?	
Who is the COMMUNITY ?	
How are they CONNECTING with their audience?	

LET'S TAKE A LOOK AT THE HISTORY OF THIS ICONIC SOCIAL MEDIA MARKETING CAMPAIGN...

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PREVIEW

Explore [THIS RESOURCE LINK](#) to learn more about this iconic and historical social media marketing campaign of 2017...

List 5 things that contributed to the success of the campaign.

-
-
-
-
-

SHARE WHAT YOU LEARNED FROM READING THE BLOG WITH THE CLASS!

LET'S USE OUR CRITICAL THINKING SKILLS...

Who do you think is the target market for the Unicorn Frappuccino?
 → _____

Why do you think that the Unicorn Frappuccino was such a success?
 → _____

SOME EXAMPLES OF UNICORN FRAPPUCCINO POSTS...

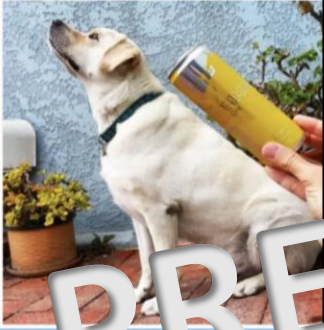
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Reasons Why Businesses Use Social Media

NO PREP!
Teacher's Keys Included

Starbucks Successful Social Media Marketing Campaign

#PutACanOnIt by RedBull



Campaign objectives: Increase brand awareness, collect user-generated content.

#PutACanOnIt is an Instagram and Twitter hashtag campaign where consumers instead of being launched by the brand. Back in 2012, Red Bull launched a Red Bull can in front of a Mini Cooper parked in front of a Red Bull Mini, and the brand fastly recognized the opportunity to launch a campaign.

Thus, Red Bull later encouraged its customers to get creative with their cans. To get all content in one place, they've become with a hashtag and in a few months, they've got almost 10 000 user-generated content on Twitter.

Unlike other hashtag examples from brands of this size, the campaign was 100% organic and 99% user-driven.

Results: The hashtag campaign showed that Red Bull products are connected with their audience and received thousands of UGC content. Red Bull got prominent attention on Instagram and Twitter without spending a large budget.

Red Bull Hashtag Campaign	
What was the purpose of the campaign?	
What was the hashtag used?	
When was this campaign launched?	
How did this campaign start?	
Why was this campaign unlike any other?	

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#DoUsAFlavor by Lay's



Campaign objectives: Engaging with potential consumers and getting them excited about the new upcoming Lay's flavor.

To create a successful hashtag campaign, they leveraged the crowdsourcing technique. They launched the hashtag campaign in the USA in 2012, and at that moment, they had 22 different Lay's flavors which were displayed in pop-up store in Times Square.

Everybody who wanted to enter could easily submit their new desired flavor through the Facebook Page. After that, they would receive a generated image of a customized Lay's can with their desired flavor so they could share it on social media.

What was even most exciting for contestants was the enticing prize for the winner: \$1 million. The winner who came up with the winning Lay's flavor got \$1 million or 1% of the chip flavor's sales for the year.


Lay's narrowed it down to three flavors to select a winner, and the winner was selected through a public vote. This made this hashtag example fair to everybody and involved a wide audience and spread brand awareness even more.

Results: Lay's had a 12% increase in sales and 22 million Facebook page likes. Moreover, the campaign brought in 1.38 million flavor suggestions. This hashtag became one of the most successful hashtag examples to promote a product.

Lay's Hashtag Campaign	
What was the purpose of the campaign?	
What was the hashtag used?	
When was this campaign launched?	
What was the "call to action"?	
What happened as a result of the hashtag campaign?	

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#ShareACoke by CocaCola



Campaign objectives: Increase brand awareness and sales by encouraging users to share moments of happiness on social media.


The #ShareACoke campaign was launched in 2011 and spread worldwide. The campaign changed the traditional Coca-Cola wrapping and labels to include different popular names. With this simple label change, Coca-Cola created a more personal connection between the brand and the consumers, which encouraged consumers to share moments of happiness on social media.

Results: This is a hashtag example that achieved great sales results. Specifically, more teens tried Coca-Cola during the summer. Also, 496,000 accounts used #ShareACoke on Instagram, plus 89,000 used it on Twitter. Therefore, the campaign increased sales but also increased brand awareness by creating a viral hashtag inspired probably one of the most iconic user-generated content campaigns.

Always Hashtag Campaign	
What was the purpose of the campaign?	
What was the hashtag used?	
When was this campaign launched?	
What did this campaign encourage customers to do?	
What happened as a result of the hashtag campaign?	

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#LikeAGirl by Always



Campaign objectives: Dismantle gender stereotypes and disprove the phrase "like a girl" from being used as an insult. Establish Always as a brand that stands for gender equality.

This is another one of the hashtag examples created around a good cause. The campaign involved a series of video clips that were posted on different social networks and aired on television. All the videos revolved around women (especially teenage girls) and targeted the problems of a lack of support, low self-esteem, and a need for empowerment.

Always highlights all negative stereotypes concerning women's appearance, skills, and confidence. Moreover, it talked about the outcomes these stereotypes promote: self-image of girls who are growing up and struggling to find self-confidence.

The main video was an interview with male and female teenagers who were asked to run #LikeAGirl and it aired during the Super Bowl in 2015. This video targeted stereotypes promoted by society and the contrast between the young girls' and the something "like a girl".


Results: The main video was watched over 90 million times. Also, there were over 177 thousand tweets in the first three months and the assessment of the campaign's intent claimed by the target consumers demonstrated a rate of growth in participation by the target audience.

What was the purpose of the campaign?	
What was the hashtag used?	
When was this campaign launched?	
What problems did this campaign target?	
What happened as a result of the hashtag campaign?	

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MOST SUCCESSFUL #HASHTAG

#IceBucketChallenge by ALS Association



Campaign objectives: Raise awareness and funds for ALS disease.

Another hashtag example that wasn't an idea of the brand but came from the users is #IceBucketChallenge. The challenge was created by a group of ALS patients who came up with an idea to combat ALS disease with a funny and easy challenge. Their goal was to raise awareness about ALS and spread awareness about ALS.

The challenge dared people to dump a bucket of ice water over their head and post a video of the challenge on Facebook, challenge 3 other friends and the campaign was supported by politicians, actors, musicians, and athletes. It was included as one of the most successful social fundraising efforts of all time.

However, there were also lowlights of this hashtag campaign. Even though it was viral, there were still some people who didn't know it was done for a good cause and to donate some money. The campaign lost its message when travel agencies and other businesses used it for their own purposes, yet it achieved the campaign objectives.

Results: ALS Association Annual Funding was boosted by 187%. There were 159 countries worldwide. This is one of the best hashtag campaigns where not a single penny was spent, but 220 million was raised.

#ALS Challenge	
What was the purpose of the campaign?	
What was the hashtag used?	
What was the "call to action"?	
What happened as a result of the hashtag campaign?	

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Hashtags in Social Media

#

A hashtag (#) is one of those funny things that we use in social media to filter or categorize a post so that others in interest groups, or attending events can find posts that interest them. Hashtags can be used on really any social media platform, but they are most commonly used in business on Twitter and Instagram.

WEBQUEST

Search the WEB! →	What are 3 tips that you can find online to use hashtags on Twitter?
Search the WEB! →	What are 3 tips that you can find online to use hashtags on Instagram?

Now let's learn about 5 highly successful hashtag campaigns and what made them so successful...

↓↓↓

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Marketing with #Hashtags

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.

