

# SNAPCHAT

## Social Media Marketing

### Digital Activity

Students learn about  
**Snapchat** as a Marketing  
tool ...AND SO MUCH  
MORE!

GREAT activity for any  
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 SNAPCHAT**

- ✓ **DISCOVER** information about the creation of Snapchat.
- ✓ **EXPLORE** how businesses can use Snapchat for growth and marketing.
- ✓ **ANALYZE** real-world Snapchat campaigns from popular brands by selecting 3 campaigns and describing what they did and the outcome.



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



[THIS LINK](#) provides information about the creation of Snapchat ...use the link as a resource to answer the following questions.

### Discover

Who is the founder and when was it created?

What was the reaction of everyone when they first heard of the idea?

What are two aspects of the app that the users use to record their articles?

[Link](#) to learn how a business can use Snapchat to grow market their brand. If the link fails....[use this resource link](#)

### EXPLORE

According to this reference, what are three statistics regarding the use of Snapchat?

What is the reality of Snapchat usage with Generation Z?

What are 5 content ideas for businesses learning how to use Snapchat?

- 1
- 2
- 3
- 4
- 5

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A Digital Activity that sends flawlessly to any LMS or Print and Hand Out

PREVIEW

What are a couple of suggestions for ways to get followers?	
What are "insights" and how do they help businesses?	
In summary, what are a few suggestions given to business Snapchat users when marketing with this powerful tool?	

Take a look **AT THESE 24 Snapchat campaigns** from some of the most popular businesses. Select **THREE** campaigns and give a rating (1-5) and a brief description of the outcome.

If the link doesn't work, use the resource link below.

#1	
Outcome?	
#2	
Outcome?	
#3	
Campaign	
What?	
Outcome?	

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# Teacher Testimonials



This was a **great activity** to supplement boring lectures. I love using Denise's interactives, they are **engaging** and students learn a lot.



I **love** a good resource that will get **students engaged**. They are all about social media and this is a fun activity for them.



Used in my business classes with all my students. This was **helpful** in learning how social media is used with business. **Great resource.**



Students really **enjoyed** this social media activity. They could definitely relate to this topic.



Such a **great, fun, relatable activity** for any student!



**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.

