

INCLUDES
2 ACTIVITIES

TikTok

Social Media Marketing Digital Activity

Students are introduced to **TikTok** Advertising.

Students are prompted to make a **TikTok** Ad.

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 TIKTOK ADVERTISING

- ✔ **Activity 1** - Understanding the basics of TikTok advertising, the costs, what tool is used, etc.
- ✔ **Activity 2** - A TikTok Social Media Marketing Manager activity. Students create a TikTok ad for a small business.



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



TikTok

TikTok is a great way to gain an audience and let people know what you are selling!
 With millions of users daily, it has a massive reach.
[CLICK HERE](#) to learn about advertising on TikTok.

TikTok Advertising 101

What is the bread and butter of TikTok advertising?
 What is the ad format?
 What will the "conversion" be after a few minutes?
 What must the advertiser do to avoid a viewer swiping past?
 What tool must be used to create an ad?
 What are 4 places where ads can appear?

What can be accomplished by the two tools below?

Branded Hashtag Challenge	
Branded Effects	

What are 2 things that you must decide when promoting a TikTok?

What is the difference between promoting on TikTok and TikTok Campaigns?

How do TikTok ads differ from organic content? How are they recorded?

What is the least amount that you can pay on TikTok?

List 2 video ad types that can be used for an ad.

What length of time does TikTok recommend for an ad?

There are 4 advertising goals that businesses may have. List them below...

1	
2	
3	
4	

PREVIEW

Activity #1 – AN INTRODUCTION TO TIKTOK ADVERTISING

NO PREP! Great for a Sub Day!

Digital Activities that send easily to any LMS

Students follow the yellow highlighted prompts in the margins.

You are asked to create a post for a new gourmet milkshake parlor in your town. It's called *Milkshake Magic*. This milkshake parlor makes fun milkshakes that... with... er... et... a o... ce script th... ers know that they will have their grand opening this coming Saturday! Include 5 appropriate hashtags.



PREVIEW

What song may be appropriate for this TikTok?

Students are prompted to create a TikTok Ad for a Small Business.

Activity 2 - TIKTOK SOCIAL MEDIA MANAGER JOB NO PREP!

Teacher Testimonials



Here's another **excellent** extra assignment for any Social Media/Digital Marketing class. Students had **fun** creating their own TikTok statements.



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

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.

