

INCLUDES
3 ACTIVITIES

YouTube

Social Media Marketing

Digital Activity

YouTube Intro & History

Types of **YouTube** Ads

Students are prompted
to make a **YouTube**
Short Ad.

GREAT activity for any
Entrepreneurship class,
Marketing class....or any
Business Ed class!

NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*



NO PREP LESSON!

AN INTRODUCTION TO YOUTUBE ADVERTISING

- ✔ **Activity 1** - An Introduction to YouTube
 - Understand the basics of YouTube as a platform.
 - The history and creation of YouTube.
 - Key milestones in YouTube's development.
 - Explore how YouTube generates revenue.
- ✔ **Activity 2** - Types of YouTube Ads
- ✔ **Activity 3** - Students create a YouTube Short ad for a small business.



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



YouTube is one of the largest and most popular online video distribution platforms. It has more than 4 billion hours of video viewers monthly, and an estimated 500 hours of video content are uploaded to YouTube every minute. This popularity makes it a perfect platform to promote a business and use as a marketing tool.

[CLICK HERE](#) to learn about how it all began.

Use the link above to answer the following questions:

When was YouTube created?	
What was the original purpose of YouTube?	
Who were the founders of YouTube?	
Where did the first "office" for YouTube meet?	
What problem would the invention of YouTube solve?	
What was the first video posted on YouTube?	
What was the first video that went viral?	

YouTube Milestones

YouTube's popularity has grown exponentially. What happened each of the years on the timeline below?

Feb. 2005	
July 2005	
August 2005	
Sept. 2005	
Feb. 2006	
March 2006	
June 2006	
July 2006	
Dec. 2012	
Jan. 2016	
2020-today	

How Does YouTube Make Money?

What contributed to YouTube's 200 million dollar revenue in 2008?	
To gain revenue, Google added what to YouTube videos?	
What is another way that Google pulls money through YouTube?	

Activity #1 -

AN INTRODUCTION TO YOUTUBE ADVERTISING

NO PREP! Great for a Sub Day!

A Digital Activity that send easily
to any LMS or Print and Hand Out

YouTube offers 6 formats of video ads for various customers.
 You will recognize these types of ads as you learn more about them.

[CLICK HERE](#) to discover the YouTube video ad formats available.



YouTube Video Ad Formats		
Ad Format	How they run	Where they appear
Skippable in-stream ads		
Non-skippable in-stream ads		
Bumper ads		
Outstream ads		
Masthead ads		

Activity #2 - TYPES OF YOUTUBE AD FORMATS

NO PREP! Great for Remote Learning!

A Digital Activity that send easily
 to any LMS or Print and Hand Out

YouTube Shorts



YouTube Shorts is a feature on the American website YouTube, hosting content much like YouTube's primary site but with a focus on vertical videos and a maximum length of 60 seconds. Videos with a square aspect ratio are also accepted. [Wikipedia](#)

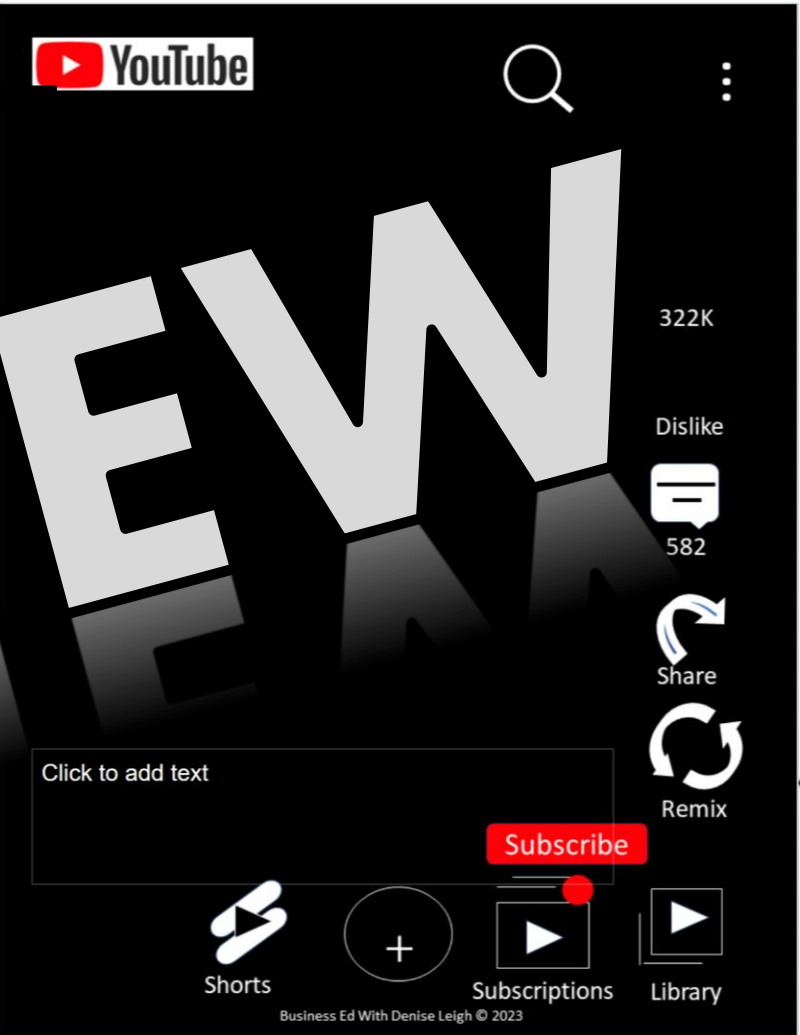


The initial release of YouTube Shorts was September 2020,

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PREVIEW

A local small business, "Day's Smoothies" specializes in healthy and delicious smoothies. Because of their young customer demographic they want to use YouTube Shorts for the marketing plan of the fall pumpkin smoothie.



Select a series of 3 pictures that may be used to create a video message to promote their fall launch.

Write a two line script for the YouTube Short that has *key words* to inform customers of this fall flavor launch. Include at least 3 appropriate hashtags.

Students are prompted to create a YouTube Shorts Ad

Activity #3 - YOUTUBE SHORTS AD SOCIAL MEDIA MANAGER

NO PREP! Great for Remote Learning!

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.

