

Social Media Influencer

SPORTS & ENTERTAINMENT MARKETING

**A SEM Project -
Students Act as
Social Media
Influencers!**

**A Critical Thinking
Activity**

**Google Slides that
easily converts to
Microsoft PowerPoint**

**NO PREP!
SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

Use an Assessment or Review

- ✔ 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
- ✔ Students listen to 5 of their classmate's pitches and then list 2 UPSs about each pitched product.

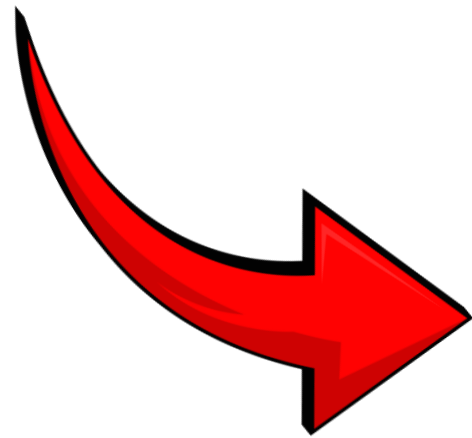


**Student Examples &
Grading Rubric Included**

Teaching Duration: 50 minutes + Class Discussion

An Example Slide

Students identify
the Target Market



Target Market

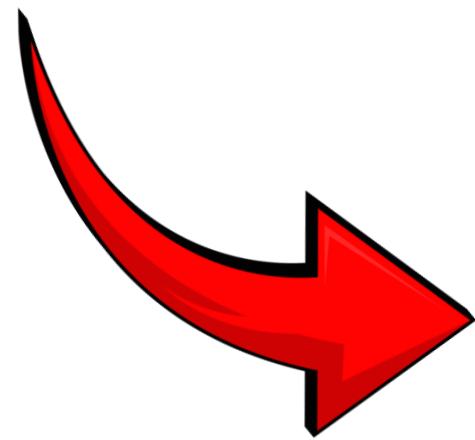
Who would be your target audience for this product? In other words, who do you feel would also LOVE this product and have a use for it?
List at least 5 demographic descriptors in the blue box below.
Examples would be: Age range, gender, hobbies, interests, students, coffee drinkers, skateboarders, football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

Business Ed With Denise Leigh © 2023

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.

Product/Service

Price

Place

Target Market

Promotion

Fill in

Business Ed With Denise Leigh © 2023

A Highly Engaging Marketing Activity

Fun & Engaging! – 9 Slides

Sports and Entertainment Marketing



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.



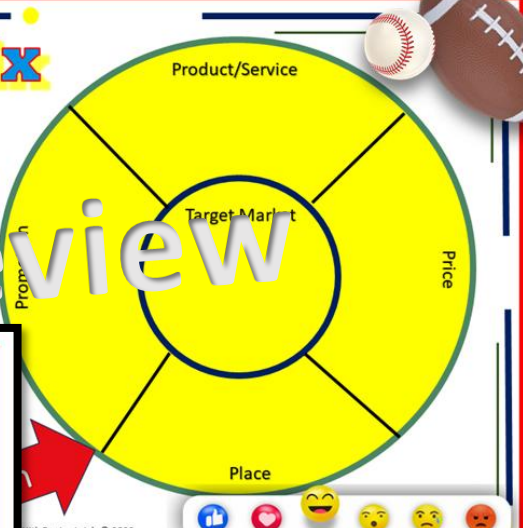
Marketing Mix

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!**

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

! Select 3 of the social media platforms you would choose? Keep your target audience in mind!



A Lesson from
the
4th SEM Unit –
The
Marketing
Mix

Sports & Entertainment Marketing

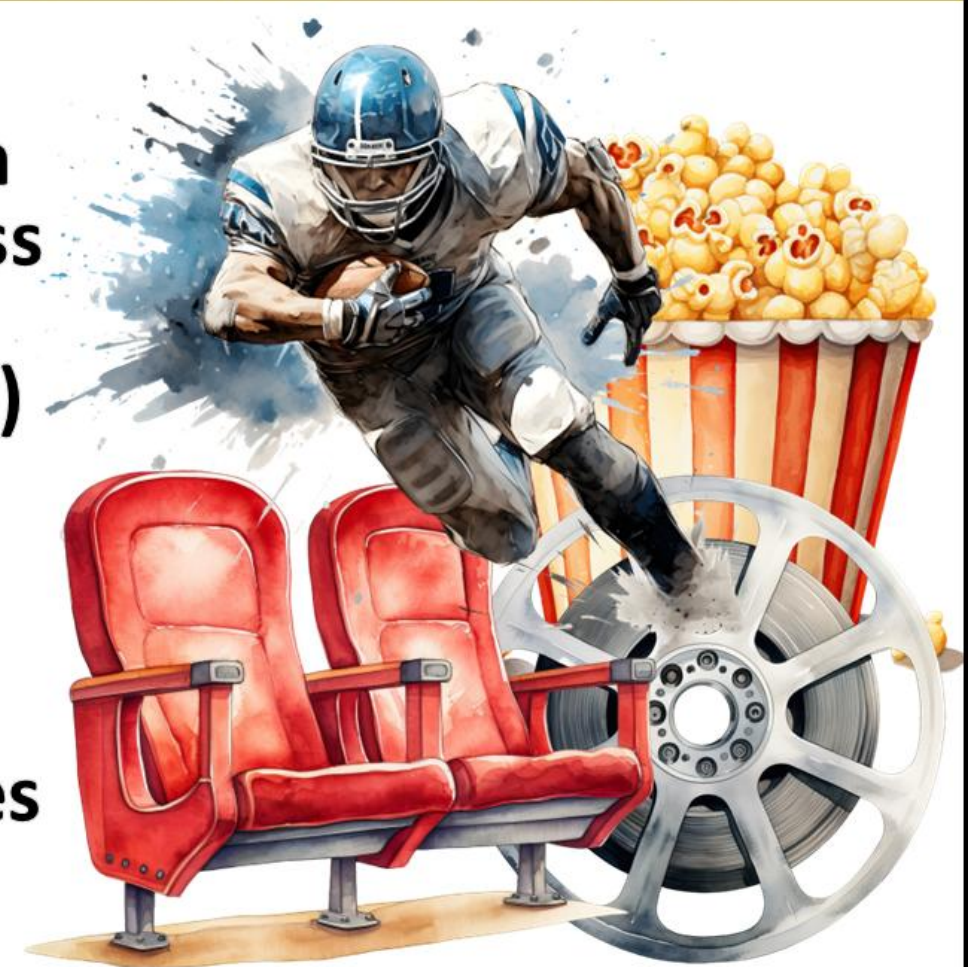
FULL SEMESTER COURSE

A FULL Semester
Course aligned with
the National Business
Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find

NO PREP!

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.

