

## Teacher Instructions

### Bellwork (0-10 min. Total Run Time)

Have students read PPC Advertising (1 page).

### Discussion (10-15 TRT)

Be the coach. Take student questions and challenge them to dream with and apply their new knowledge.

### Exercise (15-45 TRT)

Have students, whether individually or in teams, create a Digital Advertising Plan for a student project.

Step 1. Create Your Ad

Step 2. Perfect Your Landing Page

Step 3. Define Your Campaign

### Quiz (35-45 TRT) PDF at: [BizzyB.com/partners/seo-literacy](https://bizzyb.com/partners/seo-literacy)

Answers: 1:T, 2:T, 3:T, 4:T, 5:T, 6:T, 7:T, 8:T, 9:T, 10:T

### Homework (45-50 TRT)

Students to interview three people asking:

1. Is the ad engaging and memorable?
2. Does the ad have all the right information?
3. Is the ad compelling enough to click?

Record interviewee feedback on the Workbook Survey form.

### 50 Minute Minimum

Can be a longer class by adding core knowledge, exercises, or project time.

### Preparation

- Student handouts by Workbook or BizzyB.com.
- Quizzes by PDF Print.

### Teaching Goals

- Engage students by demonstrating SEO relevancy.
- Create an advanced understanding of SEO.
- Coach students in creating a PPC advertising campaign.

### Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in digital marketing or SEO writer.
- Include a long-term project for students to apply core concepts and skills.
- Consider breaking students up into teams for collaborative learning.
- Consider adding expert mentors to teams, particularly if using BizzyB.com.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Answer the following true/false questions:

True      False

1. PPC stands for “Pay-Per-Click” advertising on the Internet.

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

2. In PPC, the advertiser pays every time a surfer clicks the ad.

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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3. In PPC, the advertiser chooses a maximum charge per click.

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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4. In PPC, the advertiser can limit the maximum monthly fee.

|                          |                          |
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| <input type="checkbox"/> | <input type="checkbox"/> |
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5. PPC is ideal for alternative “A/B Testing.”

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6. PPC is ideal as a cheap research and testing model.

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|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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7. PPC provides information on whether an ad is making money.

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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8. A key PPC strategy is starting small and scaling with sales.

|                          |                          |
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| <input type="checkbox"/> | <input type="checkbox"/> |
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9. A “Sales Funnel” is the customer purchasing pathway.

|                          |                          |
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10. Every PPC ad should include a next-steps Call-to-Action.

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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## TEACHER L12 REFLECTIONS

### Notes

### Reflections

### Suggestions (please make suggestions at [bizzyb.com/contact](https://bizzyb.com/contact))