

8

# Lesson Exemplar for TLE

Quarter 1  
Lesson

8

GOVERNMENT PROPERTY  
NOT FOR SALE

**Lesson Exemplar for TLE 8**  
**Quarter 1: Lesson 8 (Week 8)**  
**SY/TP 2025-2026**

This material is intended exclusively for the use of teachers participating in the pilot implementation of the MATATAG K to 10 Curriculum during the School Year 2025-2026. It aims to assist in delivering the curriculum content, standards, and lesson competencies. Any unauthorized reproduction, distribution, modification, or utilization of this material beyond the designated scope is strictly prohibited and may result in appropriate legal actions and disciplinary measures.

Borrowed content included in this material are owned by their respective copyright holders. Every effort has been made to locate and obtain permission to use these materials from their respective copyright owners. The publisher and development team do not represent nor claim ownership over them.

**Development Team**

**Writer:**

Jensen Ryan T. Lim, PhD (Lopez National Comprehensive High School)

**Validators:**

Regie Boy B. Fabro, PhD (Mariano Marcos State University)

Emilio Aguinaldo, MTE (Philippine Normal University)

**Management Team**

Philippine Normal University  
Research Institute for Teacher Quality  
SiMERR National Research Centre

Every care has been taken to ensure the accuracy of the information provided in this material. For inquiries or feedback, please write or call the Office of the Director of the Bureau of Learning Resources via telephone numbers (02) 8634-1072 and 8631-6922 or by email at [blr.od@deped.gov.ph](mailto:blr.od@deped.gov.ph)

## TLE / QUARTER 1/ GRADE 8

I. CURRICULUM CONTENT, STANDARDS, AND LESSON COMPETENCIES	
<b>A. Content Standards</b>	The learners demonstrate an understanding of software applications.
<b>B. Performance Standards</b>	The learners create videos with graphics design in a safe and responsible manner.
<b>C. Learning Competencies and Objectives</b>	<p><b>Learning Competency:</b> The learners will</p> <ul style="list-style-type: none"> <li>familiarize themselves with appropriate software applications for specific tasks</li> </ul> <p><b>Learning Objectives:</b> At the end of the lesson learners are expected to:</p> <ol style="list-style-type: none"> <li>Identify how Software Applications Enhance Productivity;</li> <li>Utilize Software tools to create output in online marketing using social media;</li> <li>Apply Information and Communications Technology (ICT) tools to enhance the digital presence and engagement.</li> </ol>
<b>D. Content</b>	<p><b>ICT as a tool in Online marketing</b></p> <ul style="list-style-type: none"> <li>○ Social Media</li> <li>○ Content Management Systems</li> <li>○ Search Engine Optimization</li> <li>○ Customer Relationship Management System</li> <li>○ Marketing Automation</li> </ul>
<b>E. Integration</b>	<p><b>SGD 4:</b> Quality Education</p> <ul style="list-style-type: none"> <li>Basic knowledge on world wide web, internet surfing, social media, and online communication thru chat, email and messenger</li> </ul>

## II. LEARNING RESOURCES

A comprehensive list of the 35 best digital marketing tools in 2023. (n.d.). Zapier.com. <https://zapier.com/blog/best-digital-marketing-tools>  
 ICT AS A MARKETING TOOL. (n.d.). Technologystudent.com. <https://technologystudent.com/prddes1/ict1.html>  
 What is ICT in Digital Marketing: What, Why and How. (n.d.). Safalta. <https://www.safalta.com/online-digital-marketing/ict-in-digital-marketing>

III. TEACHING AND LEARNING PROCEDURE	NOTES TO TEACHERS
<p><b>A. Activating Prior Knowledge</b></p> <p><b>DAY 1</b></p> <p><b>1. Short Review</b></p> <p>When talking about ICT (information and communications technology) as a tool in online marketing, numerous important lessons should be taught to give students a complete knowledge of how technology combines with marketing techniques. The teachings are broken out here in great detail:</p> <ul style="list-style-type: none"> <li>• Introduction to ICT in Online Marketing</li> <li>• Key ICT Tools in Online Marketing</li> <li>• Digital Marketing Strategies</li> </ul> <p><u>Materials Needed:</u></p> <ul style="list-style-type: none"> <li>• Computer or mobile device with the chosen application software installed.</li> <li>• A list of features and benefits of the software (hidden in envelopes or as digital clues).</li> </ul> <p><b>Activity Steps:</b></p> <ol style="list-style-type: none"> <li>1. <u>Introduction:</u> <ul style="list-style-type: none"> <li>○ Begin by introducing the chosen application software and its general purpose.</li> <li>○ Divide participants into small teams if in a group setting.</li> </ul> </li> <li>2. <u>Briefing:</u> <ul style="list-style-type: none"> <li>○ Explain that each team will become ‘Software Detectives’ whose mission is to uncover the hidden features and benefits of the software.</li> <li>○ Hand out the first clue or envelope to each team.</li> </ul> </li> <li>3. <u>Discovery Phase:</u> <ul style="list-style-type: none"> <li>○ Teams will use the software to find the feature described in the clue.</li> <li>○ Once a team finds the feature, they can unlock the next clue.</li> </ul> </li> <li>4. <u>Feature Exploration:</u> <ul style="list-style-type: none"> <li>○ As teams discover each feature, encourage them to discuss how it can be beneficial in real-world scenarios.</li> </ul> </li> </ol>	

	<ul style="list-style-type: none"> <li>Teams should take notes on interesting findings to share later.</li> </ul> <p>5. <u>Presentation:</u></p> <ul style="list-style-type: none"> <li>After all features have been discovered, each team presents their findings, highlighting the most interesting or beneficial features.</li> <li>Encourage creativity in presentations (e.g., a mini-drama, a mock advertisement, or a visual demonstration).</li> </ul> <p>6. <u>Reflection:</u></p> <ul style="list-style-type: none"> <li>Conclude with a reflection session where participants share what they learned and how they might apply these features in their work or personal life.</li> </ul> <p><b>2. Feedback (Optional)</b></p>	
<b>B. Establishing Lesson Purpose</b>	<p><b>1. Lesson Purpose</b> Students will learn about different social media platforms, perform an activity to set up and strategize a business concept to connect with their customers using the social media marketing tools.</p> <ul style="list-style-type: none"> <li>Briefly discuss what social media is and ask students how they use it in their daily lives?</li> </ul> <p><b>Overview.</b> Introduce the concept of using social media for internet marketing and why it's essential for businesses today</p> <p><b>2. Unlocking Content Vocabulary</b></p> <ul style="list-style-type: none"> <li><b>Canva.</b> create visually appealing graphics for social media and blog posts.</li> <li><b>Grammarly.</b> enhance content quality by checking grammar, spelling, and style.</li> <li><b>Google Docs.</b> offers an exceptional flexibility and versatility for creating, editing, and storing content.</li> <li><b>Google Analytics.</b> use for tracking website traffic, user behavior, and content performance.</li> <li><b>Search engine.</b> is an online tool designed to help users find information on the internet. It operates by indexing vast amounts of web content and then providing relevant results based on user queries.</li> </ul>	<p>Teacher initiated activity.</p> <p>Ask the student to answer the given question and share their answer to the entire class.</p>

	<ul style="list-style-type: none"> <li>• <b>Social media.</b> refers to online platforms and applications that enable users to create, share, and interact with content and connect with others.</li> </ul>	
<b>C. Developing and Deepening Understanding</b>	<p><b>DAY 2</b></p> <p><b>SUB-TOPIC 1: Social Media</b></p> <p><b>1.Explicitation</b></p> <p><b>What is Social Media?</b></p> <p>Social Media platforms offer businesses a powerful way to connect directly with their target audience, build brand awareness, foster customer loyalty, and drive sales through strategic and engaging marketing activities. Businesses use these social media platforms to connect with customers by <b>Building a Presence</b> through creating profiles and business pages to establish an online presence and <b>Sharing Content</b> by posting relevant and engaging content that resonates with their target audience.</p> <p>Here are the primary platforms used in social media marketing:</p> <ol style="list-style-type: none"> <li>1. <b>Facebook:</b> Businesses use Facebook to create business pages, post updates, share content (such as articles, videos, and images), interact with customers through comments and messages, run targeted ads, and build communities.</li> <li>2. <b>Instagram.</b> Known for its visual content, businesses use Instagram to share photos and videos of products or services, engage with followers through likes, comments, and direct messages, collaborate with influencers, and run visually appealing ad campaigns.</li> <li>3. <b>Twitter.</b> Businesses use Twitter to share real-time updates, news, promotions, and engage with customers through tweets, replies, retweets, and direct messages. Twitter is also used for customer service and feedback.</li> <li>4. <b>LinkedIn.</b> Primarily a professional networking platform, businesses use LinkedIn to establish thought leadership, share industry insights, network with professionals, recruit talent, and promote business services through posts, articles, and targeted advertising.</li> </ol>	

	<p>5. <b>YouTube.</b> Businesses use YouTube to create and share video content such as product demonstrations, tutorials, testimonials, and brand storytelling. YouTube allows for video advertising and building a subscriber base for ongoing engagement.</p> <p>6. <b>TikTok.</b> A platform for short-form video content, businesses use TikTok to create engaging and viral videos, showcase products or services creatively, collaborate with influencers, and run advertising campaigns targeted at a younger demographic.</p> <p><b>2. Worked Example</b></p> <p><b>Creating a Business Page</b> (10 minutes)</p> <p>Using this Guided Activity do the following:</p> <ol style="list-style-type: none"> <li>1.Divide students into small groups and assign each group a sample business idea.</li> <li>2.Guide them through the steps to create a Facebook business page (use a mock-up or template if actual account creation is not possible).</li> </ol> <p><u>Steps to Create a Business Page:</u></p> <ol style="list-style-type: none"> <li>1. Go to Facebook Create Page</li> <li>2. Choose the type of business (Local Business, Brand, etc.).</li> <li>3. Fill in the business name, address, and category.</li> <li>4. Add a profile picture (e.g., a logo) and a cover photo (e.g., a picture of their products or store).</li> <li>5. Complete the required worksheet.</li> </ol> <p><b>3. Lesson Activity</b></p> <ol style="list-style-type: none"> <li>1.Divide students into small groups and assign each group a simple business idea (e.g., an ice cream shop)</li> <li>2.Require data can draw the profile picture (logo), cover photo, and write a short description of their business.</li> <li>3.Require the group to Choose a name for the business, draw a logo or profile picture, provide an image (something that shows what the business is about).</li> <li>4. Require them to write a short description of what the business does.</li> </ol>	<p>Teacher will provide a worksheet where students can sketch out their business page, including the profile picture, cover photo, and a brief description of their business.</p> <p><b>Worksheet:</b></p> <p>Provide a worksheet with spaces for the business name, profile picture, cover photo, and description.</p>
--	--	---

5. Apply for a Facebook business account and upload the required contents.

**(For additional learning application, kindly accomplish worksheet no.1)**

### **DAY 3**

#### **SUB-TOPIC 2: Social Media**

##### **1.Explicitation**

A **Content Management System (CMS)** is a software application that enables users to create, edit, manage, and publish digital content without requiring specialized technical knowledge, such as programming or web development skills. CMS software provides an intuitive interface for managing website content, making it accessible to a wide range of users, from individual bloggers to large organizations.

##### **Key Features of a CMS Software:**

- Content Creation and Editing:
  - WYSIWYG Editor. "What You See Is What You Get" editor allows users to format text, insert images, videos, and other media, and see a preview of how the content will look when published.
  - Templates and Themes. Pre-designed layouts and themes that can be customized to fit the user's branding and design preferences.
  - Media Management. are tools for uploading, organizing, and editing images, videos, and other media files.
- Content Organization.
  - Categories and Tags. Features to categorize and tag content for better organization and easier navigation.
  - Menu Management. Used to create and manage navigation menus for the website.
- User Management.
  - Roles and Permissions. provides the ability to assign different roles (e.g., administrator, editor, author) with specific permissions to control access to various parts of the CMS.
- Publishing Tools:
  - Scheduling. Option to schedule content to be published at a specific date and time.



- Version Control: Keeps track of changes made to the content, allowing users to revert to previous versions if needed.
- Extensions and Plugins:
  - Additional Functionality: Extensions or plugins that can be installed to add extra features such as e-commerce, SEO tools, contact forms, and more.
- SEO and Analytics.
  - Search Engine Optimization. Tools to help optimize content for search engines, such as meta tags, keyword analysis, and SEO-friendly URLs.
  - Analytics Integration., Integration with analytics tools to track website traffic and user behavior.

#### Popular Example of CRM Software

1. WordPress. The most widely used CMS, known for its flexibility, large selection of themes and plugins, and strong community support.
2. Joomla. Known for its advanced user management and extensibility.
3. Drupal. Highly flexible and scalable, often used for complex and large-scale websites.
4. Wix. User-friendly website builder with drag-and-drop functionality.
5. Squarespace. Offers elegant templates and is known for its ease of use and aesthetic appeal.

### **2. Worked Example**

#### **Introduction to a Simple CMS.**

1. Choose a simple and user-friendly CMS platform (e.g., WordPress.com or Wix.com).
2. Demonstrate how to create an account and navigate the dashboard.
3. Show step-by-step how to select a template.
4. Demonstrate how to create and publish a new page or blog post.
5. Guide students through adding text, images, and a video to the page.
6. Explain how to save drafts and publish content.

### **3. Lesson Activity**

- Website Presentations: **Our Favorites!**

Create a website to promote your group interest (*ex. Anime, favorite band, favorite K-Pop stars or hobbies*) to the class. Choose from the CMS platform presented during the lecture to publish the website. Each group must present their website to the class, explaining

their theme, the content on their pages, and any interesting features they included. The other members of the class will be tasked to provide positive feedback and are encouraged to ask questions.

#### **DAY 4**

### **SUB-TOPIC 3: Search Engine Optimization (SEO)**

#### **1. Explicitation**

#### **Search Engine Optimization (SEO)**

Search Engine Optimization (SEO) refers to the practice of improving the visibility and ranking of a website or web page in the organic (non-paid) results of search engines like Google, Bing, and Yahoo. The primary goal of SEO is to increase web traffic by ensuring that the website appears higher in search engine results pages (SERPs) for relevant queries. SEO involves various strategies and techniques aimed at making a website more attractive to search engines.

#### **Significance of SEO in Online Marketing.**

1. **Increased Visibility and Traffic.** A higher rankings on search engine results pages lead to increased visibility for the website, which in turn drives more organic traffic. Most users do not look beyond the first page of search results, so appearing high in the rankings is crucial.
2. **Cost-Effective Marketing.** Unlike paid advertising, organic search traffic is free. While SEO requires time and resources to implement, the long-term benefits include sustained traffic without ongoing ad spend.
3. **Enhanced User Experience.** Good SEO practices align closely with improving user experience. For example, optimizing site speed, ensuring mobile-friendliness, and creating high-quality content benefit both search engines and users.
4. **Building Credibility and Trust.** The websites that appear at the top of search results are often perceived as more credible and trustworthy by users. High rankings can enhance the brand's reputation and authority in its industry.
5. **Competitive Advantage.** Investing in SEO can provide a significant advantage over competitors who do not prioritize search engine optimization. A well-optimized site is more likely to attract and retain customers.

#### **Synthesis/Extended Practice/Differentiation :**

After the activity, students should have a better grasp of how to use ICT tools for online marketing and the importance of strategic planning in digital campaigns. They will also have developed collaboration and presentation skills,

	<p>6. <b>Targeted Marketing.</b> SEO helps attract users who are actively searching for specific information, products, or services. By targeting relevant keywords, businesses can connect with potential customers at various stages of the buying funnel.</p> <p>7. <b>Long-Term Results.</b> While SEO takes time to show results, the benefits are long-lasting. Unlike paid ads, which stop driving traffic once the budget runs out, a well-optimized website can continue to attract organic traffic over time.</p> <p><b>2. Worked Example</b></p> <p>Students in a group are assigned to market a new skincare line. They research their target market of young adults, analyze competitor products, and create colorful social media ads using Canva. They also design a visually appealing website using Wix and plan out an email marketing campaign to promote their product.</p> <p><b>3. Lesson Activity</b> (Please refer to Worksheet No. 2.)</p> <ol style="list-style-type: none"> <li>1. Divide students into groups of 3-4 and assign each group of a fictional product or service to market.</li> <li>2. Provide students with a brief overview of digital marketing principles and different ICT tools that can be used.</li> <li>3. Instruct students to research their target market, analyze competitors, and develop a digital marketing campaign using various ICT tools.</li> <li>4. Encourage students to create a presentation showcasing their campaign strategy, including social media ads, email marketing, and website design.</li> <li>5. Each group will present their campaign to the class, explaining their rationale behind their strategy and the ICT tools used.</li> </ol> <p>To make the activity more engaging based on the cultural nuances of the Philippines, consider incorporating local examples and references in the marketing campaign. For instance, students could analyze successful local businesses' digital marketing strategies or incorporate Filipino cultural elements in their campaign designs. This will make the activity more relatable and meaningful to the student.</p>	essential for future projects.
<b>D. Making Generalizations</b>	<p><b>1. Learners' Takeaways</b></p> <p><b>Develop a Marketing Plan:</b> Students create a detailed plan that describes how they will use the chosen ICT tools to achieve their marketing goals. This plan should include:</p> <ul style="list-style-type: none"> <li>• A content calendar for social media and other platforms.</li> </ul>	

	<ul style="list-style-type: none"> <li>Keywords and SEO strategies to boost online visibility.</li> <li>Customer relationship tactics to engage and retain customers.</li> <li>Automation techniques for email campaigns, social media scheduling etc.</li> </ul> <p><b>2. Reflection on Learning Assessment Questions.</b></p> <ol style="list-style-type: none"> <li>How did your group use ICT tools to enhance your digital marketing campaign?</li> <li>What was the most challenging aspect of creating your campaign?</li> <li>How did your group collaborate effectively to achieve your marketing goals?</li> </ol>	
--	--	--

IV. EVALUATING LEARNING: FORMATIVE ASSESSMENT AND TEACHER'S REFLECTION		NOTES TO TEACHERS
<b>A. Evaluating Learning</b>	<p><b>1. Formative Assessment:</b></p> <ol style="list-style-type: none"> <li>Which of the following best describes the role of influencers in social media marketing? <ul style="list-style-type: none"> <li>A) Influencers create content based on customer feedback.</li> <li>B) Influencers promote products or services to their large following, often based on their personal experiences.</li> <li>C) Influencers are hired to manage a company's social media accounts.</li> <li>D) Influencers are marketing automation tools designed to increase engagement.</li> </ul> </li> <li>What is a key advantage of using Content Management Systems (CMS) in online marketing? <ul style="list-style-type: none"> <li>A) CMS provides built-in marketing automation features to streamline tasks.</li> <li>B) CMS allows users to manage, create, and publish content without extensive technical knowledge.</li> <li>C) CMS offers advanced analytics tools for tracking social media trends.</li> <li>D) CMS focuses on customer relationship management and sales tracking.</li> </ul> </li> <li>A company wants to improve its website's visibility on search engines. Which of the following SEO techniques would be most effective for achieving this goal? <ul style="list-style-type: none"> <li>A) Increasing website traffic through paid advertising.</li> <li>B) Optimizing website content with relevant keywords and meta descriptions.</li> <li>C) Redesigning the website to include more images and videos.</li> <li>D) Creating a new social media campaign.</li> </ul> </li> </ol>	<p><b>Answer key:</b></p> <ol style="list-style-type: none"> <li>B</li> <li>B</li> <li>B</li> <li>C</li> <li>A</li> <li>A</li> <li>B</li> <li>A</li> <li>B</li> <li>A</li> </ol>

	<p>4. Customer Relationship Management (CRM) systems are useful for online marketing because they:</p> <ul style="list-style-type: none"> <li>A) Automate social media campaigns to increase engagement.</li> <li>B). Provide tools for creating and managing digital marketing content.</li> <li>C) Collect and store customer data to improve customer interactions and retention</li> <li>D) Help with search engine optimization by tracking keywords.</li> </ul> <p>5. Which of the following best describes marketing automation in the context of online marketing?</p> <ul style="list-style-type: none"> <li>A) Automation of repetitive marketing tasks such as email campaigns and social media posting.</li> <li>B) Automation of customer interactions through chatbots and virtual assistants.</li> <li>C) Automation of customer relationship management processes.</li> <li>D) Automation of website design and content creation.</li> </ul> <p>6. A digital marketing team wants to create a successful social media campaign. Which of the following steps should they take first?</p> <ul style="list-style-type: none"> <li>A) Identify the target audience and research their preferences.</li> <li>B) Design visually appealing graphics using a CMS.</li> <li>C) Create an email marketing campaign to generate leads.</li> <li>D) Launch a series of paid advertisements on various social media platforms.</li> </ul> <p>7. In the context of SEO, what is the primary purpose of backlinking?</p> <ul style="list-style-type: none"> <li>A) To generate traffic from social media to the website.</li> <li>B) To increase the website's authority and improve search engine ranking.</li> <li>C) To promote the website through influencer partnerships.</li> <li>D) To increase customer engagement with the website content.</li> </ul> <p>8. A company wants to create a digital marketing campaign for a new product. Which of the following ICT tools would be most useful for analyzing customer behavior and preferences?</p> <ul style="list-style-type: none"> <li>A) Social media analytics platforms.</li> <li>B) Marketing automation software.</li> <li>C) Content management systems.</li> <li>D) Customer relationship management systems.</li> </ul>	
--	--	--

	<p>9. Marketing automation can improve efficiency by automating which of the following tasks?</p> <p>A) Designing marketing materials using graphic design tools.  B) Sending automated emails based on customer behavior.  C) Creating website content and managing its structure.  D) Managing customer interactions and sales processes.</p> <p>10. Which of the following scenarios best demonstrates the use of social media for customer engagement in online marketing?</p> <p>A) A company uses social media to respond to customer questions and gather feedback.  B) A company uses social media to post updates about new products.  C) A company uses social media to launch paid advertisements.  D) A company uses social media to automate its content posting schedule.</p> <p><b>2. Homework (Optional)</b></p>			
<b>B. Teacher's Remarks</b>	<i>Note observations on any of the following areas:</i>	<b>Effective Practices</b>	<b>Problems Encountered</b>	<p>The teacher may take note of some observations related to the effective practices and problems encountered after utilizing the different strategies, materials used, the learner engagement and other related stuff.</p> <p>Teachers may also suggest ways to improve the different activities explored.</p>
	<b>strategies explored</b>			
	<b>materials used</b>			
	<b>learner engagement/ interaction</b>			
	<b>Others</b>			
<b>C. Teacher's Reflection</b>	<p>Reflection guide or prompt can be on:</p> <ul style="list-style-type: none"> <li><u>principles behind the teaching</u> What principles and beliefs informed my lesson? Why did I teach the lesson the way I did?</li> <li><u>students</u> What roles did my students play in my lesson? What did my students learn? How did they learn?</li> <li><u>ways forward</u> What could I have done differently? What can I explore in the next lesson?</li> </ul>			<p>Teacher's reflection in every lesson conducted/ facilitated is essential and necessary to improve practice. You may also consider this as an input for the LAC/Collab sessions.</p>

