

This Webinar Presented by



Future Topic

- **Business Survival = Right People and Strong Communications**

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Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and free mentoring services to entrepreneurs
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to Score.org webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting Score Hawaii and going to “Take a Workshop” tab then view “Recorded Webinars”.
- For those interested in volunteering, please visit Score.org webpage and register to be a Score volunteer

Disclaimer

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.



Presented by National Marketing Expert Lance Luke



- **Helping Small Business Owners and Entrepreneurs Build, Manage, and Market Online**
- **A Series Sponsored by Score**
Delivered by Lance Luke
- **Today's Topic:
EMAIL MARKETING
MAKES YOUR
CONVERSATION
PERSONAL**



THE USE OF EMAIL TO PROMOTE YOUR BUSINESS,
PRODUCT OR SERVICE.

EMAIL MARKETING - THE REAL DEFINITION

4 TYPES OF MARKETING EMAILS

EMAIL NEWSLETTERS



Email newsletters are one of the most prevalent and widely used kinds of email marketing initiatives. As a small business, you may utilize a daily email to share knowledge and resources with your customers and clients.

ACQUISITION EMAILS



Customer Acquisition Emails can assist your small business in acquiring clients who have signed orders to accept your mails and have not yet turned into paying customers.

RETENTION EMAILS



Consider retention mailings for your small business if you have some experience with email marketing campaigns. By sending a signal asking for feedback or an offer to subscribers who did not recently connect with your company or email campaigns, your small business may maintain communication channels open.

PROMOTIONAL EMAILS



Email marketing is a strong tool for acquiring, engaging, and retaining customers. You can definitely benefit from a successful email marketing strategy for your small business.

NEWSLETTERS, ACQUISITION, RETENTION, PROMOTIONAL

THE FOUR MAIN TYPES



HOW DOES IT WORK?

AUDIENCE, OBJECTIVES,
DESIRED OUTCOME
START WRITING,
REVIEW,
REVISE



NEED TO PLAN,
TOPICS,
STRATEGY

LET'S TALK MARKETING CAMPAIGNS

SPECIFC EXAMPLE

Aloha, Lance Luke

Here's our next Small Business Marketing hot topic on a current marketing strategy, issue, or concern to be covered in our next free webinar coming up.



Lance Luke, National Marketing Expert, entrepreneur, and host of "Ask the Marketing Experts"

Shares his 40+ years of skills, expertise, experience, and respected opinions as a Small Business owner and Marketer in his building & construction management & inspection, music, and marketing businesses.

YOUR FREE STRATEGY SESSION



COPY WHAT THE
MEDIA DOES
DON'T BEG, BUT
BORROW AND STEAL



GET THE WORD OUT VIA EMAIL





EMM LUCKY 7 TIPS – EMAIL MARKETING



EMM LUCKY 7 TIPS EMAIL MARKETING

- INCLUDE A LINK TO YOUR WEBSITE LANDING PAGE
- ENCOURAGE READERS TO RESPOND.
- REMEMBER TO PERSONALIZE
- MAKE SURE YOUR EMAILS SHINE
- INCLUDE LINKS TO YOUR SOCIAL MEDIA PROFILES
- SEND A TEST EMAIL TO YOURSELF FIRST
- KEEP TRACK OF YOUR RESULTS

WHAT YOU'VE MISSED





WHAT'S COMING UP



Questions?



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