

This Webinar Presented by



Future Topics

- Top Seven Tips To A Killer and Thriller Website
- How to Create your Ecommerce Website
- Facebook Marketing for Small Business

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](http://Score.Hawaii) and going to “Take a Workshop” or “Recorded Webinar” tabs.
- 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 Top Marketing Expert – Lance Luke



ASK THE EXPERT SERIES

Helping Small Business Owners and
Entrepreneurs

**SOCIAL MEDIA VIDEOS ROCK:
BE SEEN AND HEARD**

GOT VIDEO? JUST DO IT.

HAVE YOU WATCHED A VIDEO LATELY?
DO YOU HAVE A VIDEO TO PROMOTE YOUR
PRODUCT OR SERVICE?

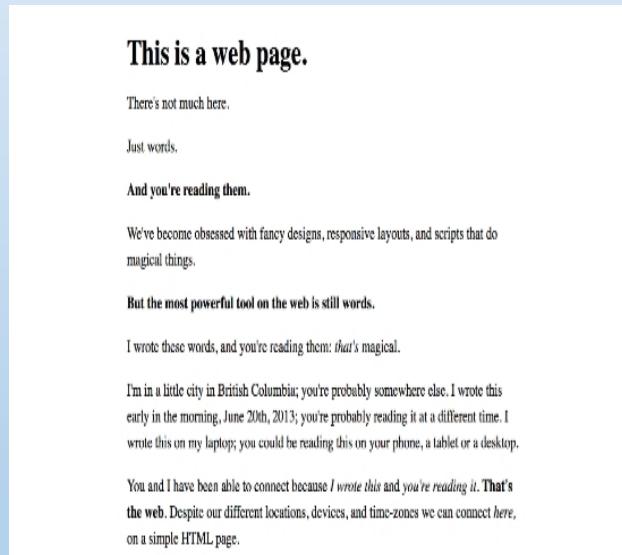


A VIDEO IS WORTH 10,000 WORDS



WHICH WEBSITE OR POST IS MORE APPEALING?

THOSE WITH: WORDS, PHOTOS, VIDEOS



TICK TOCK CRAZE

IT'S A CRAZY WORLD OUT THERE

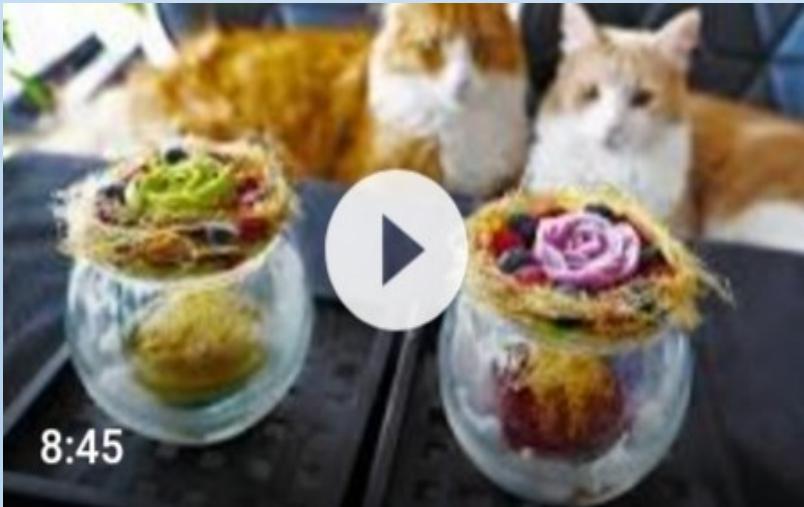


DIFFERENT TYPES OF VIDEOS EXPLAINED

TUTORIALS, HOW TO (EXPLAINER)

PRODUCT DEMO

CUSTOMER/CLIENT (USER)

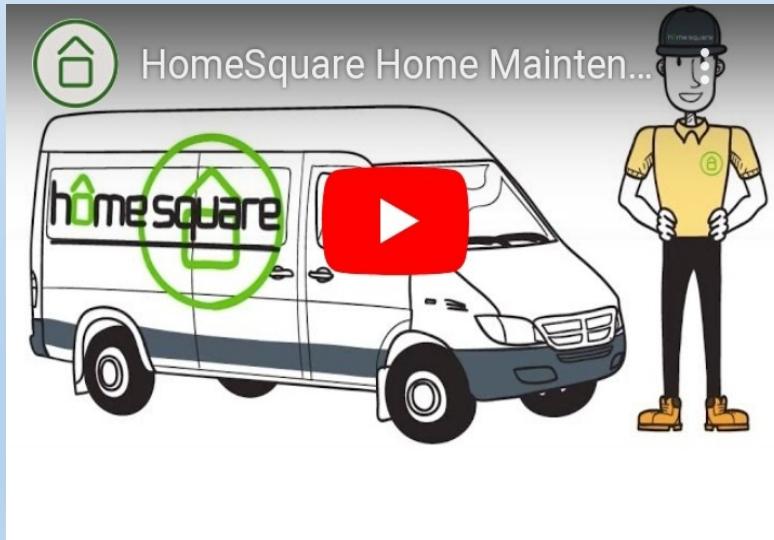


DIFFERENT TYPES OF VIDEOS EXPLAINED

ANNOUNCEMENT, PROMOTE AMAZING OFFER

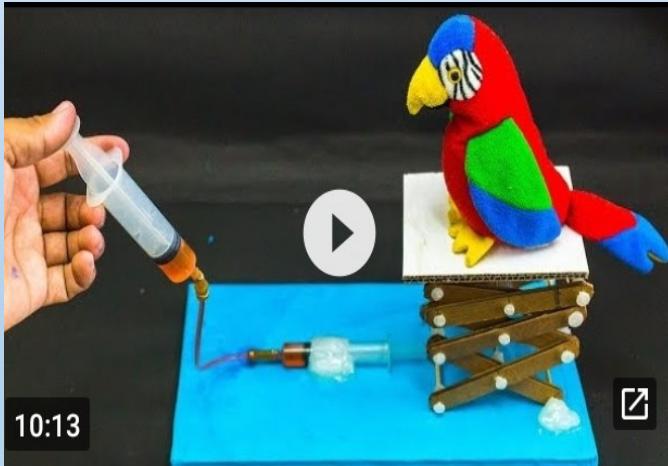
INTERVIEW, Q & A

BEHIND THE SCENES



DIFFERENT TYPES OF VIDEOS EXPLAINED

TELL STORIES/SHOWCASE
THIRD PARTY MEDIA NEWS
EXPERT/REPUTATION



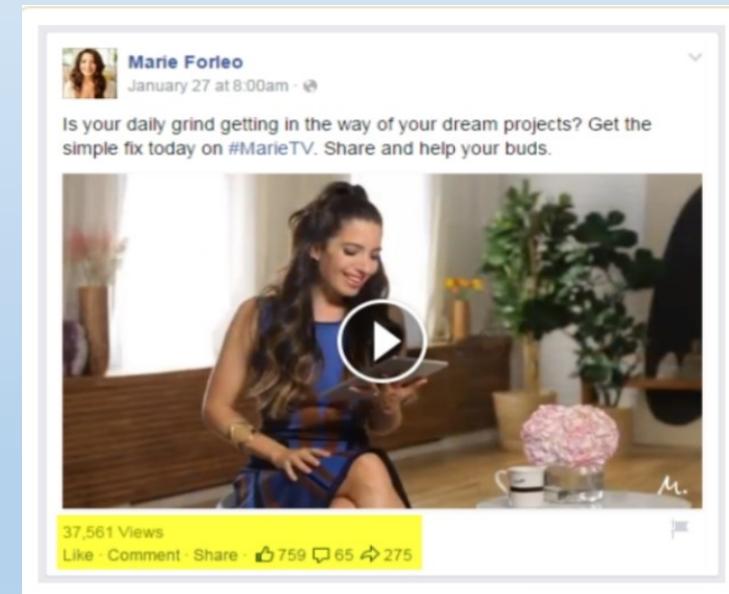
DIFFERENT TYPES OF VIDEOS EXPLAINED

LIVE ON SOCIAL MEDIA PLATFORMS

LIVE ON WEBINAR PLATFORMS



VARIOUS WAYS TO USE YOUR VIDEO WEBSITE, BLOG, NEWSLETTER, POSTS, EMAIL, PRESS RELEASE



I MADE \$50K FROM ONE SINGLE VIDEO
MY VIDEO WAS NOT SOLD
MY VIDEO WAS VIEWED ONLY 457 TIMES
THE REST OF THE STORY



Eight Reasons Why Videos Rock



Eight Reasons Why Videos Rock



Lucky 7



Lucky 7

THE EMM LUCKY 7 QUESTIONS TO ASK BEFORE MAKING YOUR VIDEO

ASK YOURSELF
CONSISTENTLY
BEFORE MAKING
YOUR VIDEO.

- 1 WHO IS MY TARGET AUDIENCE?
- 2 WHAT IS THE PURPOSE OF MY VIDEO?
- 3 WHAT IS MY MAIN MESSAGE?
- 4 WHAT TYPE OF VIDEO SHOULD I CREATE?
- 5 DO I HAVE A HOOK?
- 6 AM I KEEPING IT SIMPLE?
- 7 DO I HAVE A CALL TO ACTION?

Questions?



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