

# This Webinar Presented by



Digital Marketing Series  
Hawaii Chapter

## Future Topics

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

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Requires written permission of speaker

# 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](https://www.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](https://www.scorehawaii.org) and going to “Take a Workshop” or “Recorded Webinar” tabs.
- For those interested in volunteering, please visit [Score.org](https://www.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



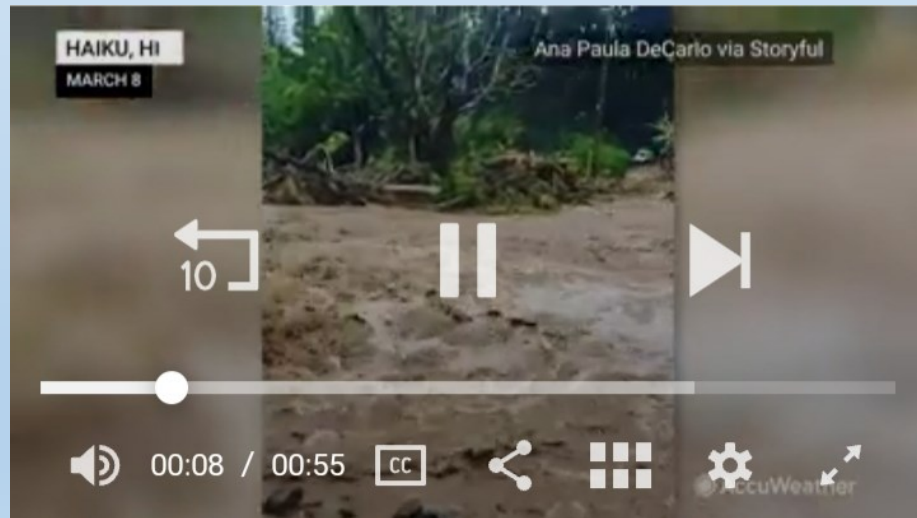
# ASK THE EXPERT SERIES

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

## This is a web page.

There's not much here.

Just words.

And you're reading them.

We've become obsessed with fancy designs, responsive layouts, and scripts that do magical things.

But the most powerful tool on the web is still words.

I wrote these words, and you're reading them: *that's* magical.

I'm in a little city in British Columbia; you're probably somewhere else. I wrote this early in the morning, June 20th, 2013; you're probably reading it at a different time. I wrote this on my laptop; you could be reading this on your phone, a tablet or a desktop.

You and I have been able to connect because *I wrote this and you're reading it*. **That's the web.** Despite our different locations, devices, and time-zones we can connect *here*, on a simple HTML page.

PENNYJUICE  
IT MAKES CENTS

FREE NATIONWIDE SHIPPING 563-386-1999  
LEADER IN CHILDCARE JUICE!

Home Childcare Juice Order Now

100% blended fruit juice concentrate specifically designed for childcare centers.

Order Now

BABY SHARK DANCE

PINKFONG

Baby Shark Dance | Most Viewed Vide...  
2:17 · YouTube



# TICK TOCK CRAZE

## IT'S A CRAZY WORLD OUT THERE



# DIFFERENT TYPES OF VIDEOS EXPLAINED

TUTORIALS, HOW TO (EXPLAINER)

PRODUCT DEMO

CUSTOMER/CLIENT (USER)

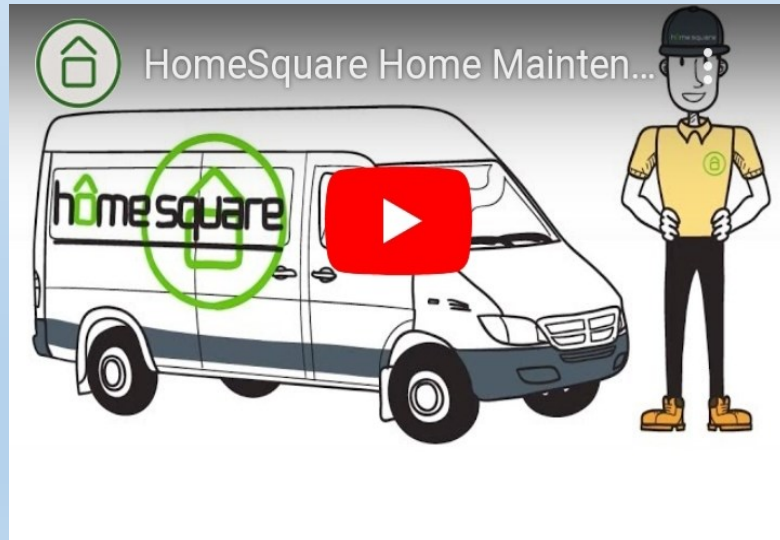


# DIFFERENT TYPES OF VIDEOS EXPLAINED

ANNOUNCEMENT, PROMOTE AMAZING OFFER

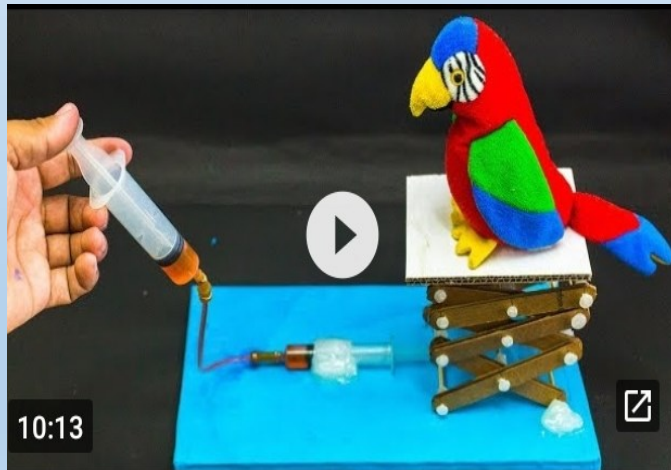
INTERVIEW, Q & A

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

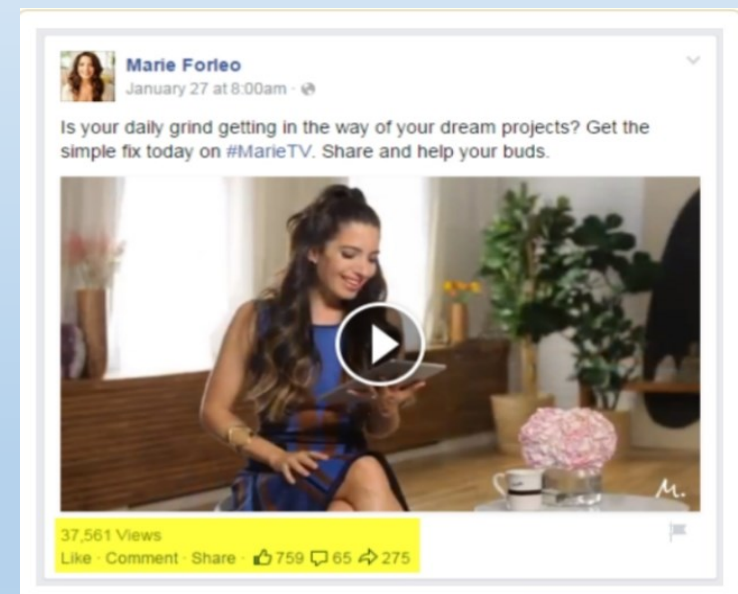
LIVE ON WEBINAR PLATFORMS





# 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



## TOP EIGHT REASONS WHY VIDEOS ROCK

- ☐ Everyone loves to watch videos
  - ☐ Videos help with SEO ranking
  - ☐ Mobile devices show videos
  - ☐ Videos are readily shared
  - ☐ Videos compliment your marketing
  - ☐ Videos help your branding
  - ☐ Videos boost your trust factor
  - ☐ Videos help sell your products and services
  - ☐
  - ☐
  - ☐
  - ☐
  - ☐

# 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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