

This Webinar Presented by

Today
Facebook Marketing
for Small Business



Digital Marketing Series
Hawaii Chapter

Future Topics

- Promoting Your Business Free on Social Media**
- Ways to Promote your Ecommerce Website**



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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](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 Build, Manage, and Market
Online

FACEBOOK MARKETING FOR SMALL BUSINESS

CREATE YOUR BUSINESS PAGE IN TEN MINUTES



CREATE YOUR BUSINESS PAGE IN TEN MINUTES

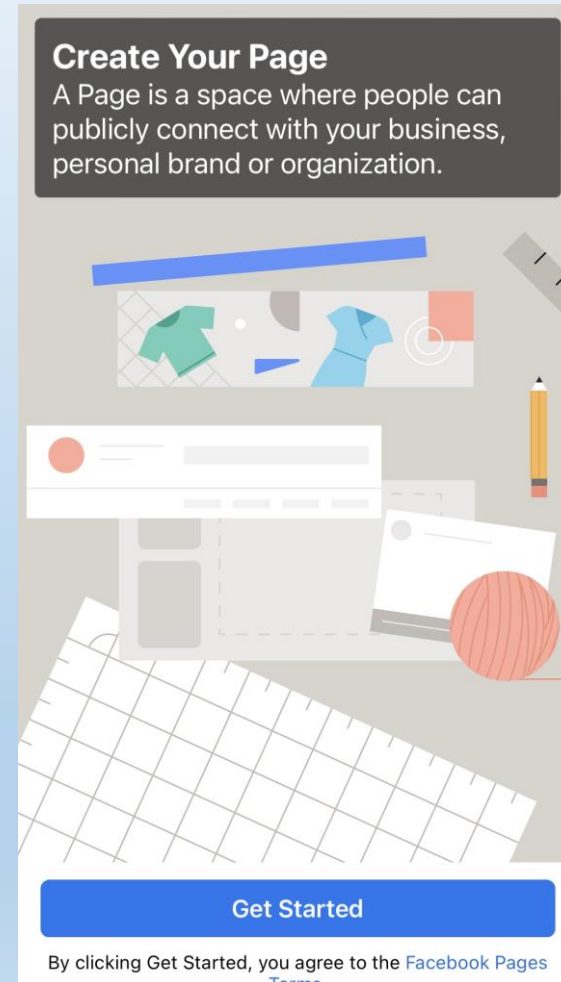
NAME

CATEGORY (BUSINESS,
ORGANIZATION OR TYPE)

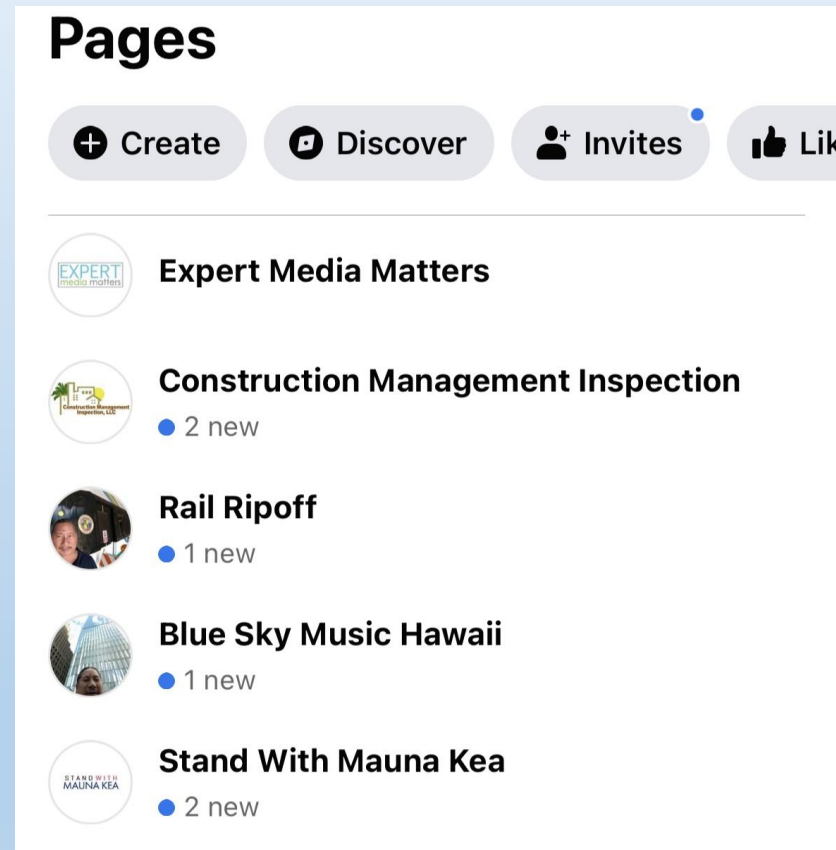
DESCRIPTION

IMAGES

CONTACT INFO



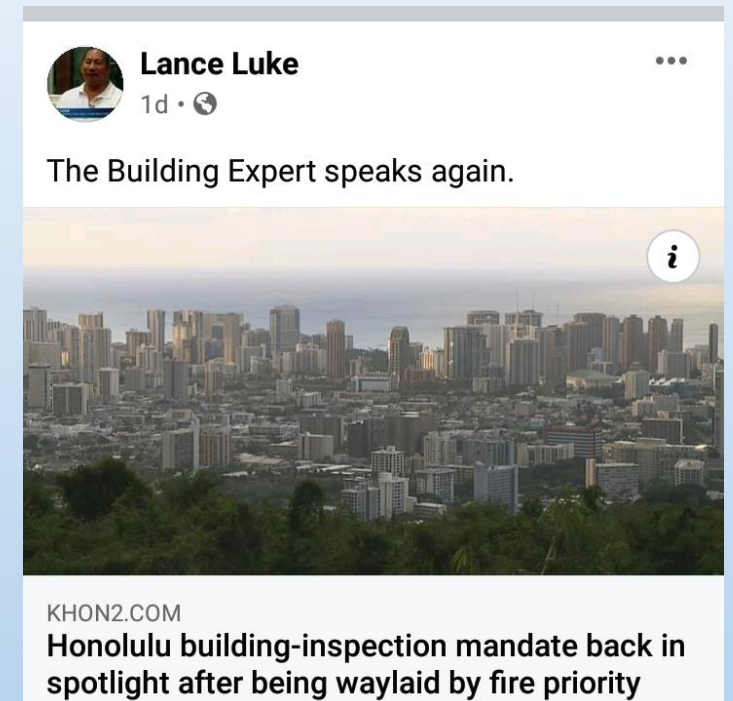
MY BUSINESS AND COMMUNITY PAGES



MY SOCIAL MEDIA BUSINESS PAGE



IDEAS FOR POSTING ON FACEBOOK OFTEN



IDEAS FOR POSTING ON FACEBOOK OFTEN



Lance Luke

Jun 25, 2020 • 🌐

I switched animals because the alligator ate too much.

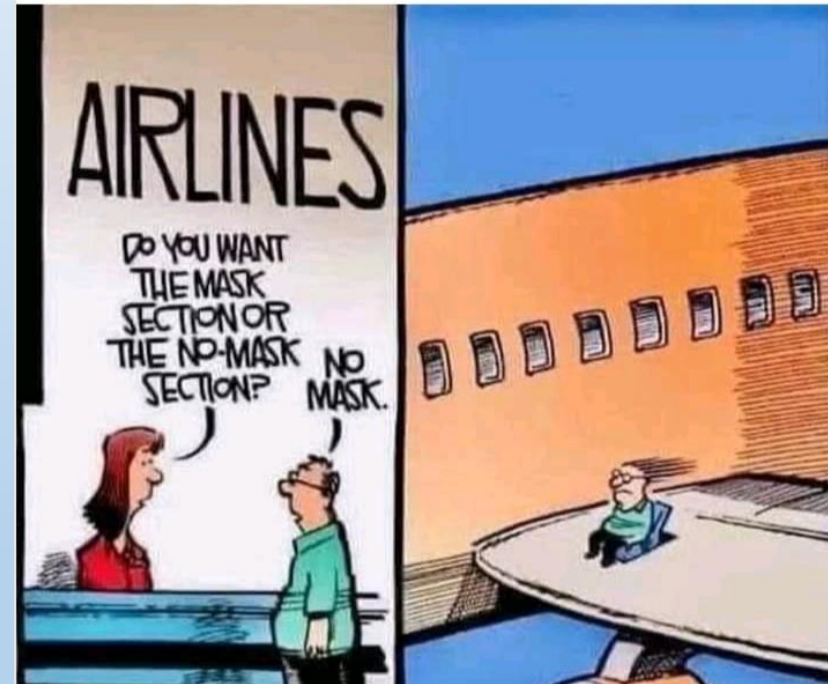
Just picked up my social distance support animal.



Lance Luke

Jun 29, 2020 • 🌐

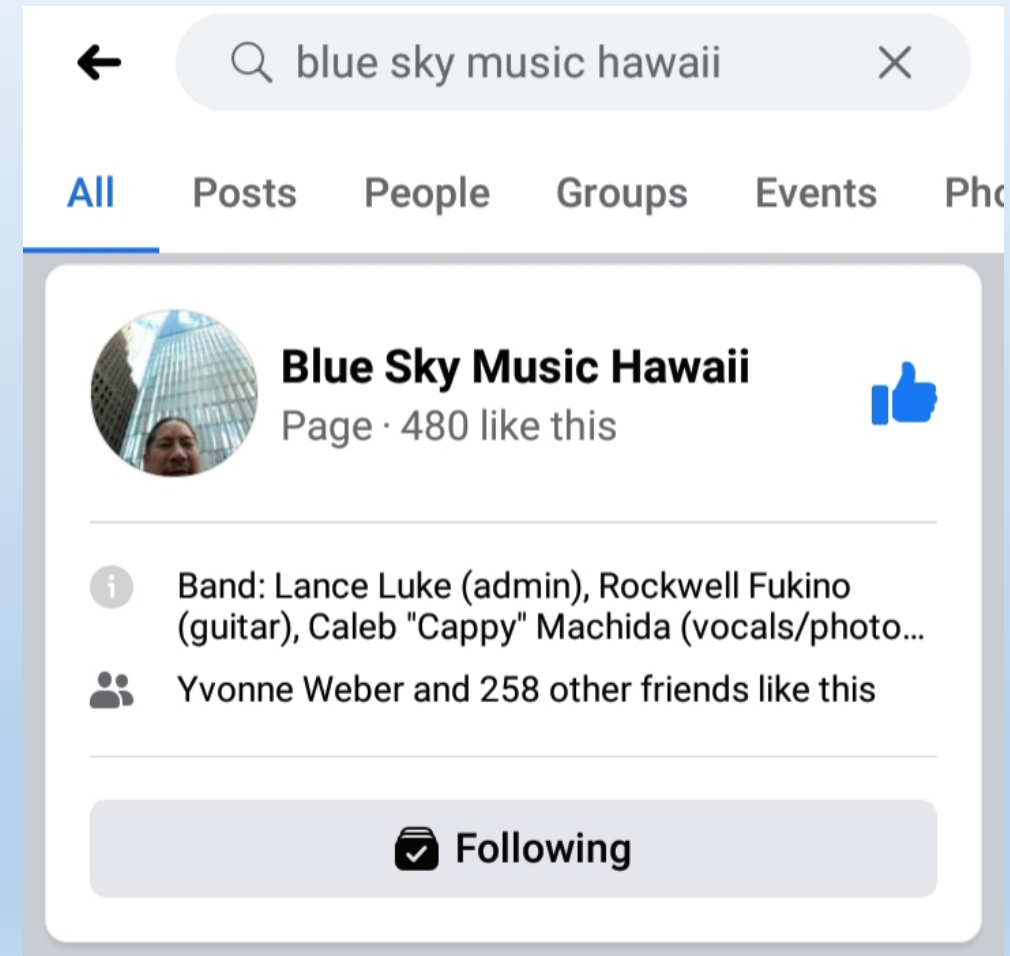
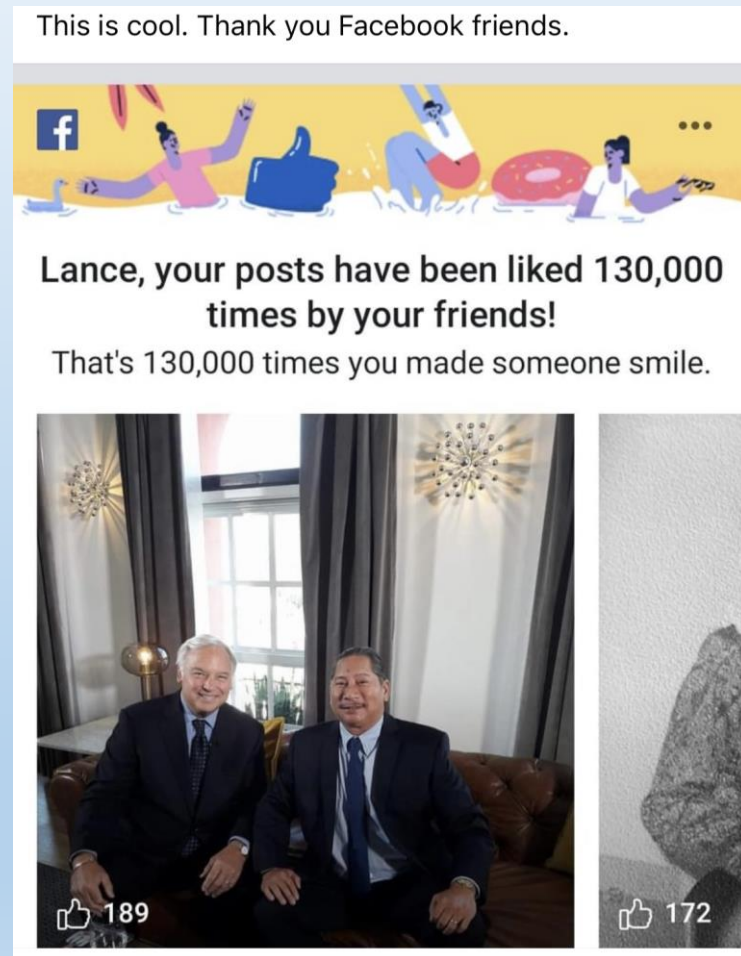
Coach class and no class sections



STEPS TO ENGAGE YOUR FOLLOWERS



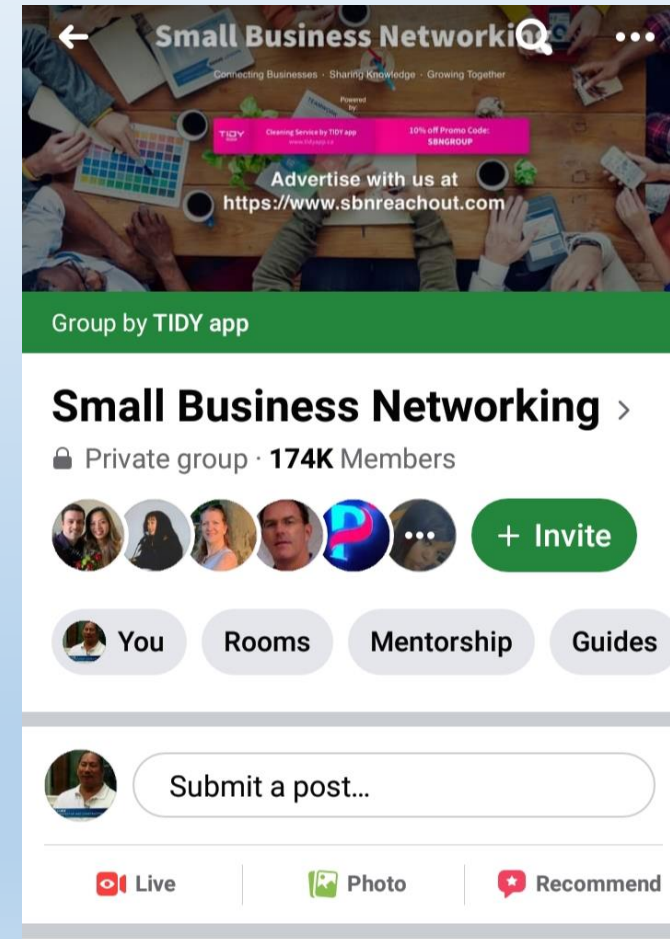
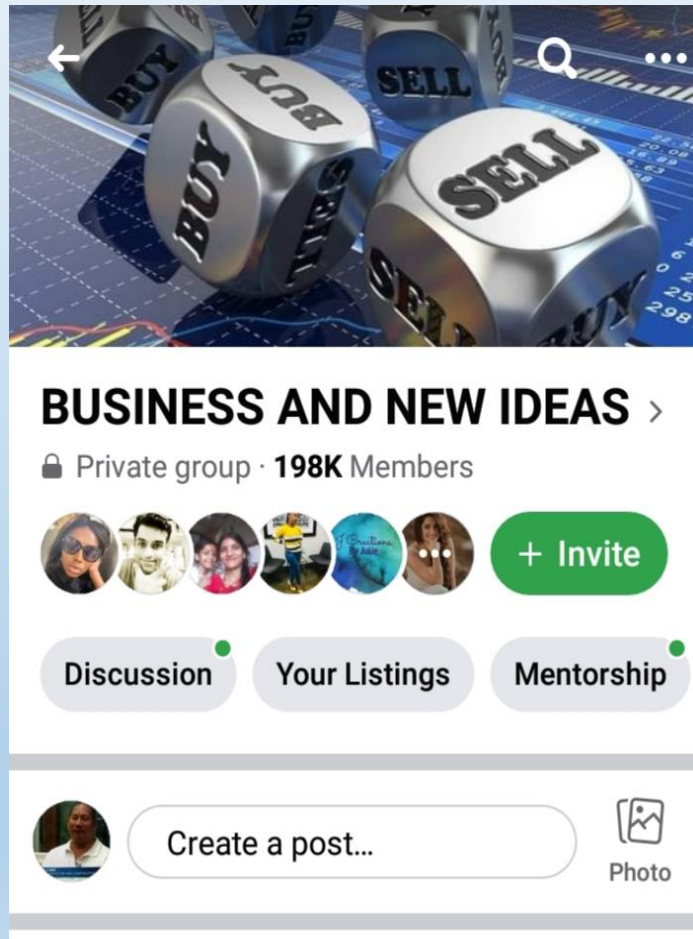
STEPS TO ENGAGE YOUR FOLLOWERS



HOW TO START A FACEBOOK GROUP



HOW TO JOIN A FACEBOOK GROUP



SPEND \$20 AND BOOST YOUR POST

Promote Your Page

Like

Comment

Share

Special Ad Category

Ads about credit, employment, housing, or social issues, elections or politics

Audience

People you choose through targeting

People in your local area

Hawaii

Location - Living In United States: Honolulu Hawaii

Age 25 - 65+

Edit

Promote Page

By tapping Promote Page you agree to [Facebook's Terms and Conditions](#).

Promote Your Page

Daily Budget

Estimated Daily Results

People Reached

157 - 452

\$5

\$1

\$500

Duration

Days

5

Promote Page

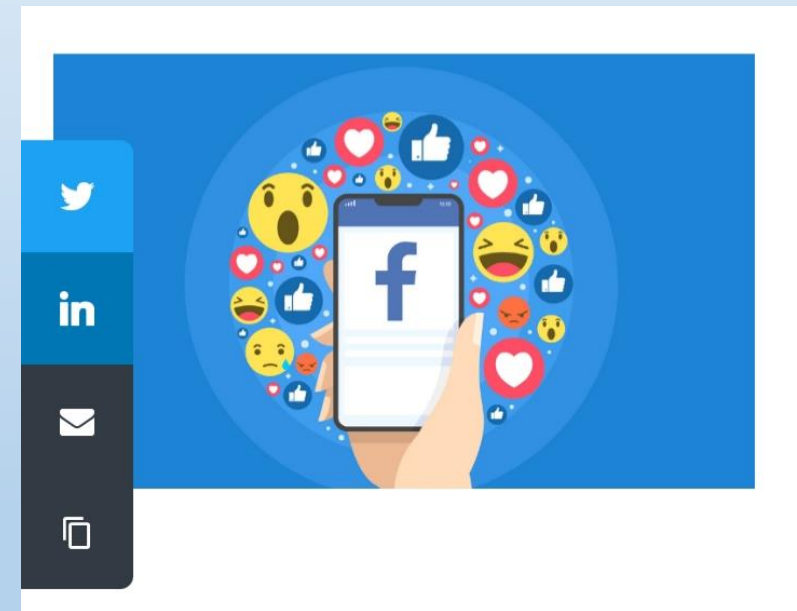
By tapping Promote Page you agree to [Facebook's Terms and Conditions](#).

SPEND \$20 AND BOOST YOUR POST

Boost Post
vs.
Facebook Ad



HOW TO USE SOME FACEBOOK FEATURES



HOW TO USE SOME FACEBOOK FEATURES



Questions?



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<https://askmarketingexperts.now.site/>