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## Future Topics

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



“Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.”

# 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

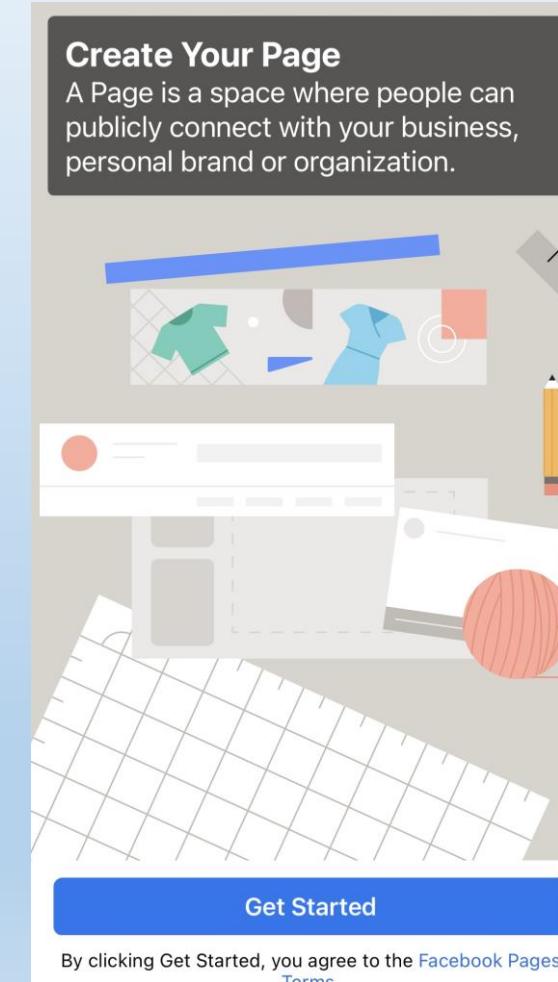
NAME

CATEGORY (BUSINESS,  
ORGANIZATION OR TYPE)

DESCRIPTION

IMAGES

CONTACT INFO



# MY BUSINESS AND COMMUNITY PAGES

**Pages**

[+ Create](#) [Discover](#) [Invites](#) [Likes](#)

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 **Expert Media Matters**

 **Construction Management Inspection**  
• 2 new

 **Rail Ripoff**  
• 1 new

 **Blue Sky Music Hawaii**  
• 1 new

 **Stand With Mauna Kea**  
• 2 new

# MY SOCIAL MEDIA BUSINESS PAGE



# IDEAS FOR POSTING ON FACEBOOK OFTEN

 **Lance Luke**  
16h • 

The Building Expert speaks again.



**KITV.COM**  
Older Hawai'i buildings are not required to be inspected

 **Lance Luke**  
4d • 

What is your opinion, good or bad?



**CIVILBEAT.ORG**  
Denby Fawcett: Developer Defends Monster Houses As Criticism Mounts

 **Lance Luke**  
1d • 

The Building Expert speaks again.



**KHON2.COM**  
Honolulu building-inspection mandate back in spotlight after being waylaid by fire priority

# IDEAS FOR POSTING ON FACEBOOK OFTEN



Lance Luke

Jun 25, 2020 • 0

I switched animals because the alligator ate too much.

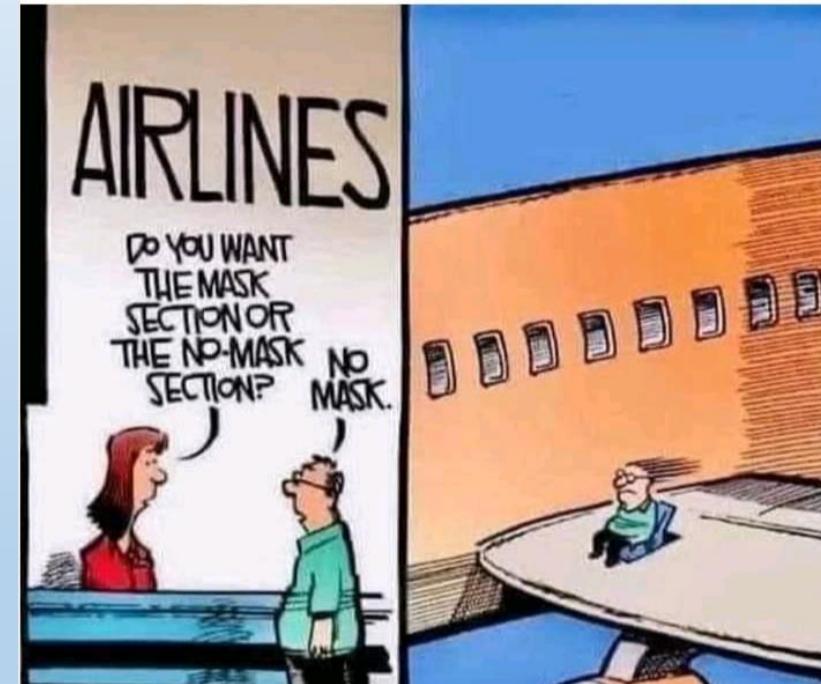
Just picked up my social distance support animal.



Lance Luke

Jun 29, 2020 • 0

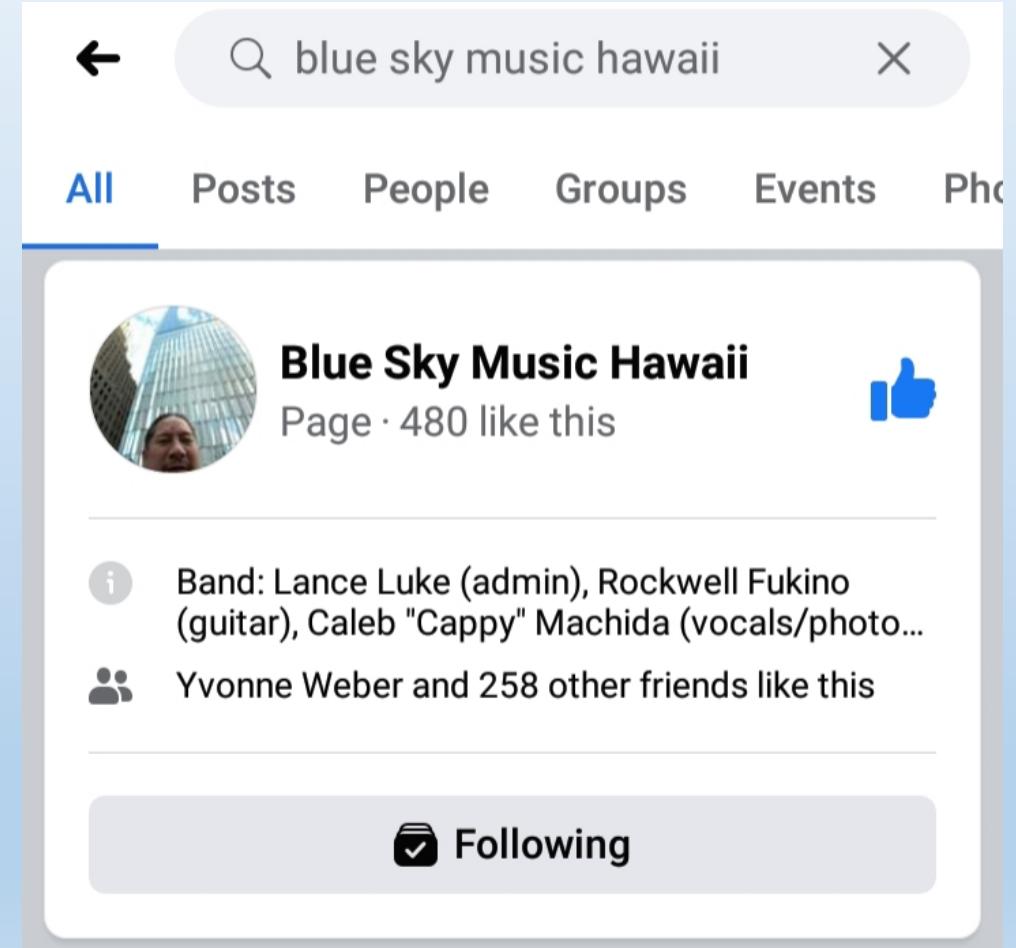
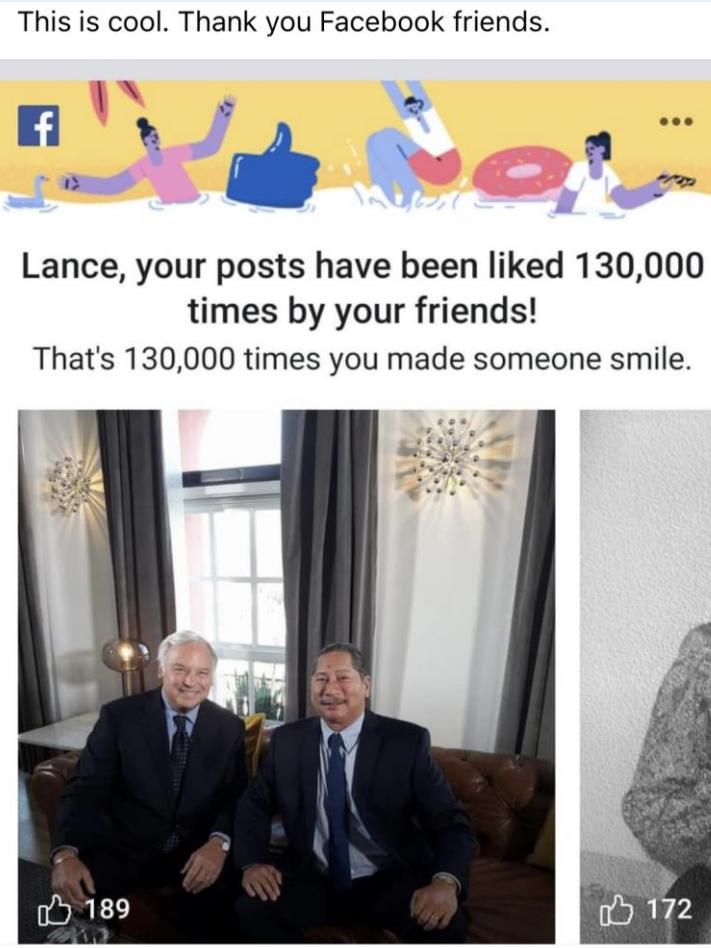
Coach class and no class sections



# STEPS TO ENGAGE YOUR FOLLOWERS



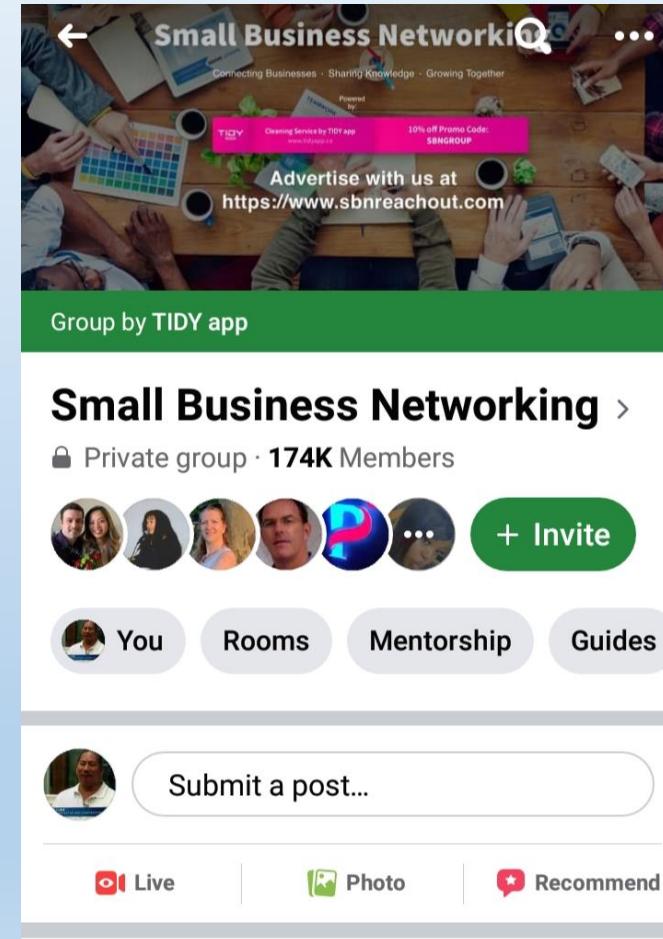
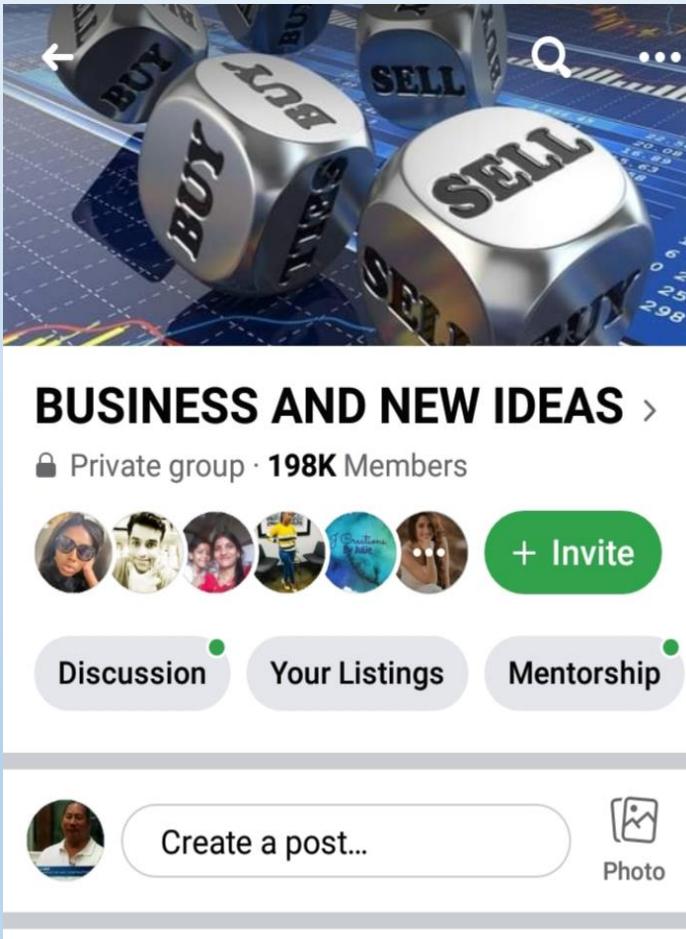
# STEPS TO ENGAGE YOUR FOLLOWERS



# 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

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

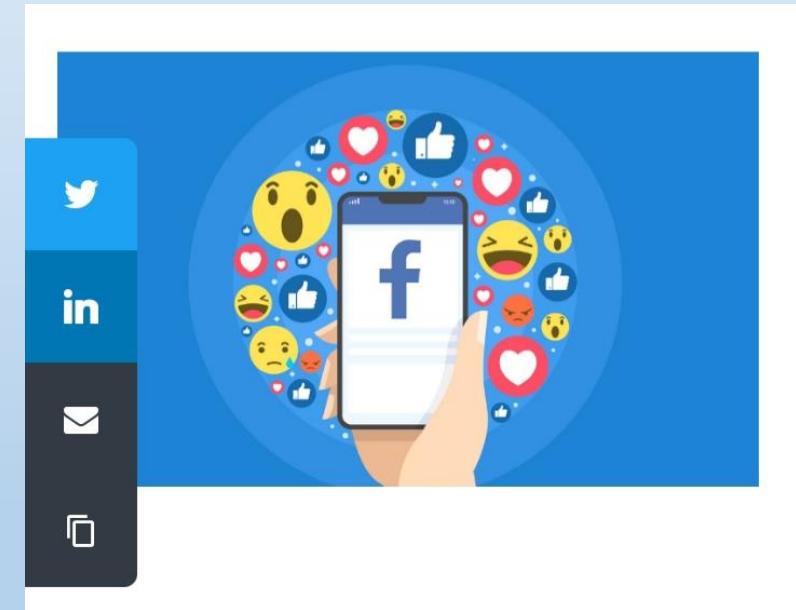
By tapping Promote Page you agree to [Facebook's Terms and Conditions](#).

# 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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