

This Webinar Presented by



Digital Marketing Series
Hawaii Chapter

Future Topics

- How to Create your Ecommerce Website
- Facebook Marketing for Small Businesses

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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

TOP SEVEN TIPS TO A KILLER & THRILLER WEBSITE

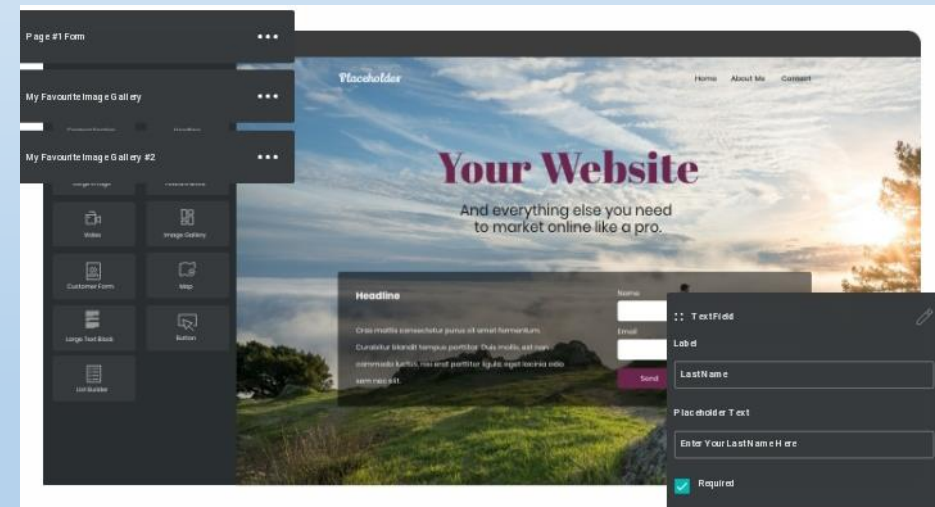
WEBSITE BUILDERS



WEBSITE BUILDERS



WEBSITE ANATOMY



HEADER/BANNER



**"Successful Planning, Specifications
and Construction on Time and Within
Budget"**

NAVIGATION BAR/MAIN MENU



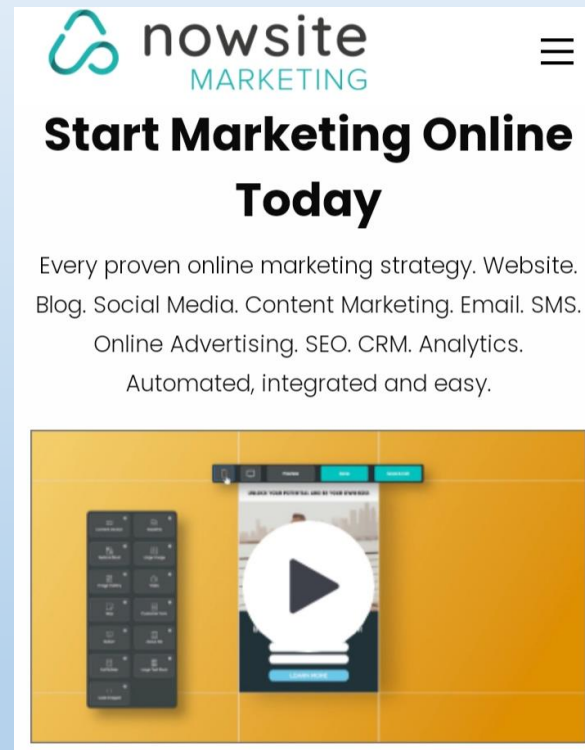
NAVICON



MARKETING +MEDIA

Expert Media Matters is a full-service digital marketing company located in Hawaii helping companies strategize, brand and reach their ideal customers with an array of successful tools and resources.

CONTENT/PHOTO/VIDEO



The advertisement features the 'nowsite MARKETING' logo at the top left, with a teal cloud icon. To the right is a hamburger menu icon. The main headline reads 'Start Marketing Online Today' in bold black text. Below this, a list of services is provided: 'Every proven online marketing strategy. Website. Blog. Social Media. Content Marketing. Email. SMS. Online Advertising. SEO. CRM. Analytics. Automated, integrated and easy.' At the bottom, there is a graphic on an orange background showing a smartphone on the left and a tablet in the center. The tablet displays a website with a large play button icon overlaid on a lightbulb graphic, suggesting video content or a video player.

nowsite
MARKETING

Start Marketing Online
Today

Every proven online marketing strategy. Website.
Blog. Social Media. Content Marketing. Email. SMS.
Online Advertising. SEO. CRM. Analytics.
Automated, integrated and easy.

ABOUT US/CONTACT

Martin K Pe'a

Banking Technology Expert: Retired from a 35-year banking career in technology innovations, audit and compliance, and operations, and has owned a digital consulting and marketing business for over 10 years. His expertise and experience in banking and technology provide technology solutions, marketing strategies, and digital services like marketing automation, reputation marketing, and social media marketing for small business owner success.

In addition to expertise and experience helping small business succeed in the new online marketplace, recent technology innovation projects include:

CONTACT US

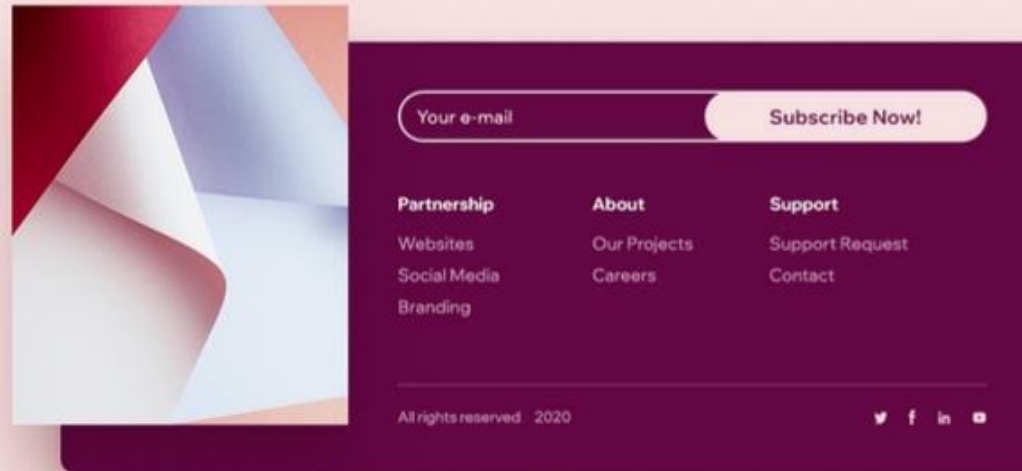
820 W. Hind Drive Suite 240275, Honolulu,
HI 96821, USA

Call Us: **(808) 422-2132**

Email Us: **info@expertmediamatters.com**

FOOTER

Website Footers



SEVEN SECOND LANDING PAGE

Free Ebook: The Complete Guide to Facebook Ads

Want a crash course in everything you need to know about Facebook Ads?

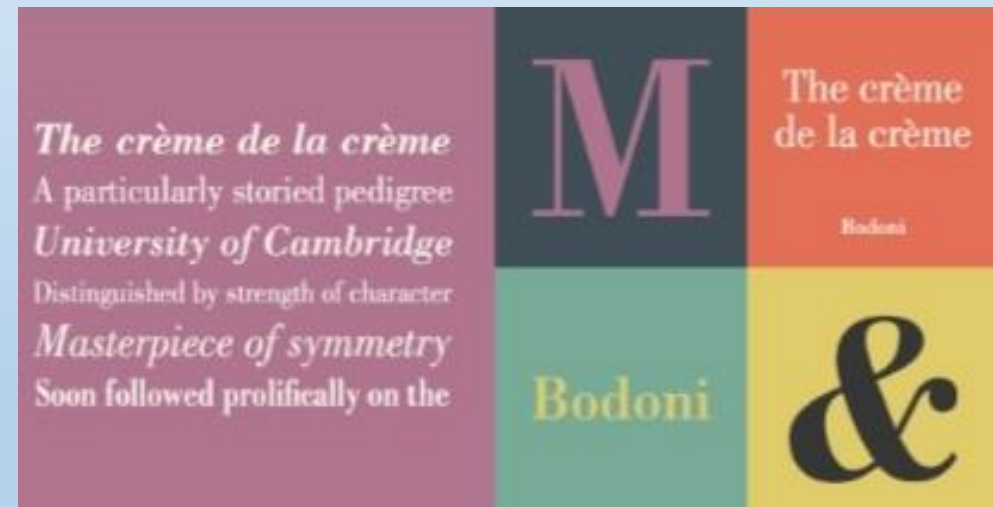
This 82-page ebook will teach you everything, from budgeting and design to advanced targeting, strategies to get the most bang for your buck, and much more!






Download Your Free Guide Today!


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GOT COLOR, FONT



GOT PHOTO. VIDEO






Lance Luke

- National Building Expert -

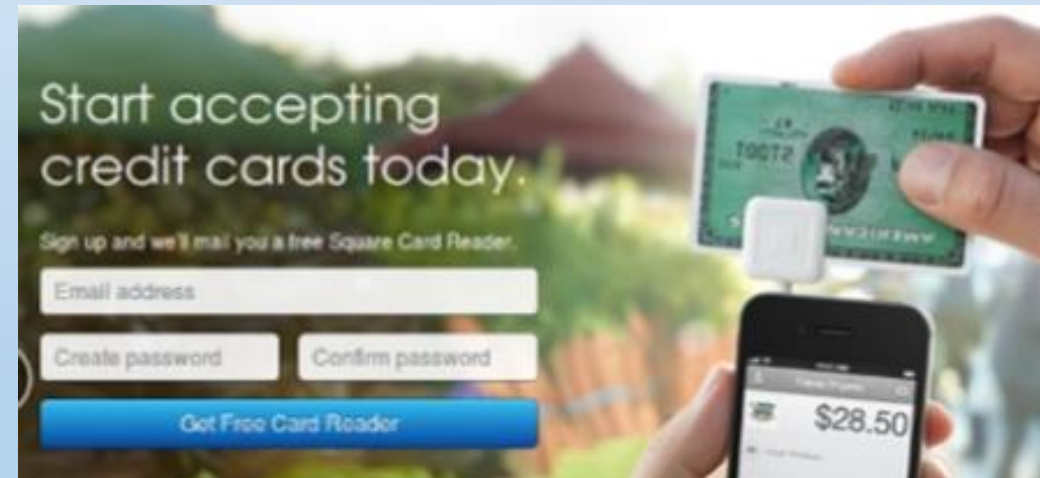
Construction Expert



AS SEEN ON TV

FOX NBC abc CBS CNN CNBC

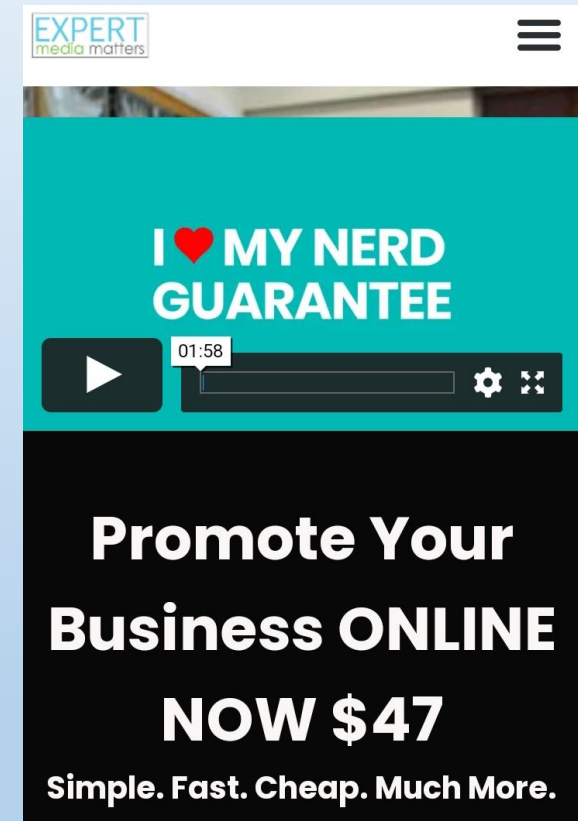
IS THERE A CALL TO ACTION?



WANTED: SOCIAL MEDIA LINKS





WEBSITE VS. CLICK FUNNEL




MARKETING FUNNEL



FUNNEL EXAMPLE






**Meet Lance
Luke
Inspector
General**

**Meet Lance
Luke
Inspector
General**

**Home, Building, & Construction
Inspector Training
In the Field, Live and In-Person,
Dedicated and Exclusive One to
One**

TAKEAWAY

**TOP TEN IDEAS FOR A KILLER WEBSITE**

☐

EASY TO READ HEADER/BANNER

☐

NICE COLORS & READABLE FONTS

☐

CLEAN NAVIGATION BAR/MAIN MENU

☐

PROMINENT NAVICON

☐

SIMPLE CONTENT WITH CTA

☐

PHOTOS & VIDEOS

☐

ABOUT US

☐

CONTACT US

☐

FOOTER

☐

SOCIAL MEDIA LINKS

☐

☐

☐

Questions?



Email: Info@ExpertMediaMatters.com

or hawaii.score.org [Hawaii | SCORE](#)

