

This Webinar Presented by

Today
**SOCIAL MEDIA
MARKETING -
Do this,
Not That**

SCORE

Marketing Series
-Hawaii Chapter



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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 (new and existing)
- 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” tab then view “Recorded Webinars”.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer

Clarification

- The information presented is for informational and educational purposes only.
- Seek information from Multiple sources vs relying on only One Source
- The opinions expressed during this presentation are the Personal opinions of the presenter and no other.



Presented by National Marketing Expert Lance Luke





**THE SHARING OF IDEAS, THOUGHTS, AND INFORMATION
THROUGH VIRTUAL NETWORKS AND COMMUNITIES**
SOCIAL MEDIA DEFINED



KNOW YOUR TARGET AUDIENCE

SPECIFIC GROUP OF CONSUMERS MOST LIKELY TO WANT YOUR PRODUCT OR SERVICE

DEMOGRAPHICS: AGE, GENDER, INCOME, LOCATION, INTERESTS ETC.

Be sure your posts meet one of our 4-E's

Experts

Share related content
in your industry.
Become the #1 Hub
for information to
solve your audience's
pain points.



Educate

Teach how to address and overcome your audience's pain point by sharing your own blogs, videos or articles.

Engage

*Participate in (RTM)
Real-Time-Marketing
conversations. Ask
questions and be
social.*

Entertain

Share visual and creative content that shows your human side.

DELIVER ENGAGING CONTENT





THE MARKETING PART OF THE EQUATION

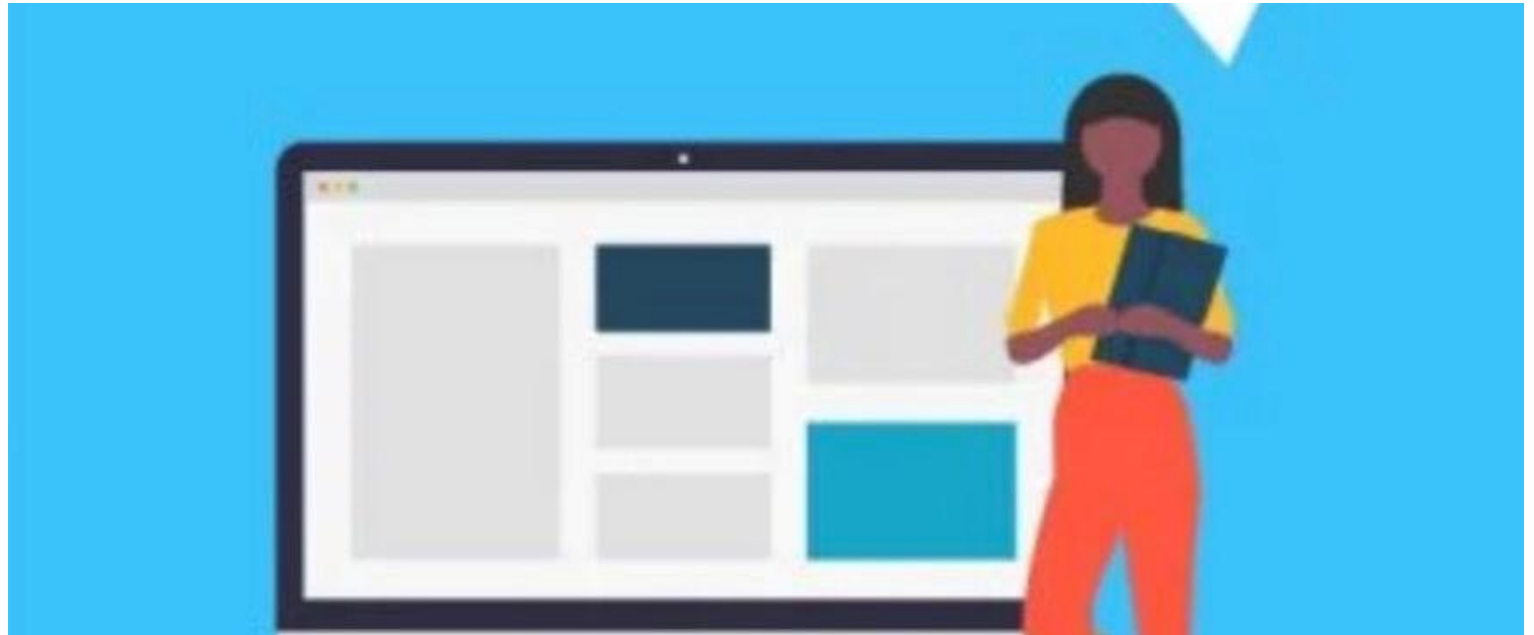
MARKETING GOOD CONTENT IS
THE KEY



Expert Marketing Tips to Boost your Marketing Strategy



SUCCESSFUL STRATEGIES THAT WORK



EXPERT MARKETING TIPS REVISITED



EMM LUCKY 7 TIPS – SOCIAL MEDIA MARKETING - DO THIS, NOT THAT



EMM LUCKY 7 TIPS SOCIAL MEDIA MARKETING

- ☐ KNOW YOUR AUDIENCE
- ☐ USE THE RIGHT PLATFORM
- ☐ DELIVER ENGAGING CONTENT
- ☐ SHOW AND TELL
- ☐ ASK A QUESTION, HAVE A GAME
- ☐ UTILIZE EMAILS, TEXTS, MEDIA POSTS
- ☐ USE BLOGS, NEWSLETTERS, PODCASTS,
WEBINARS

Your Feedback- Attendee Survey

Questions?



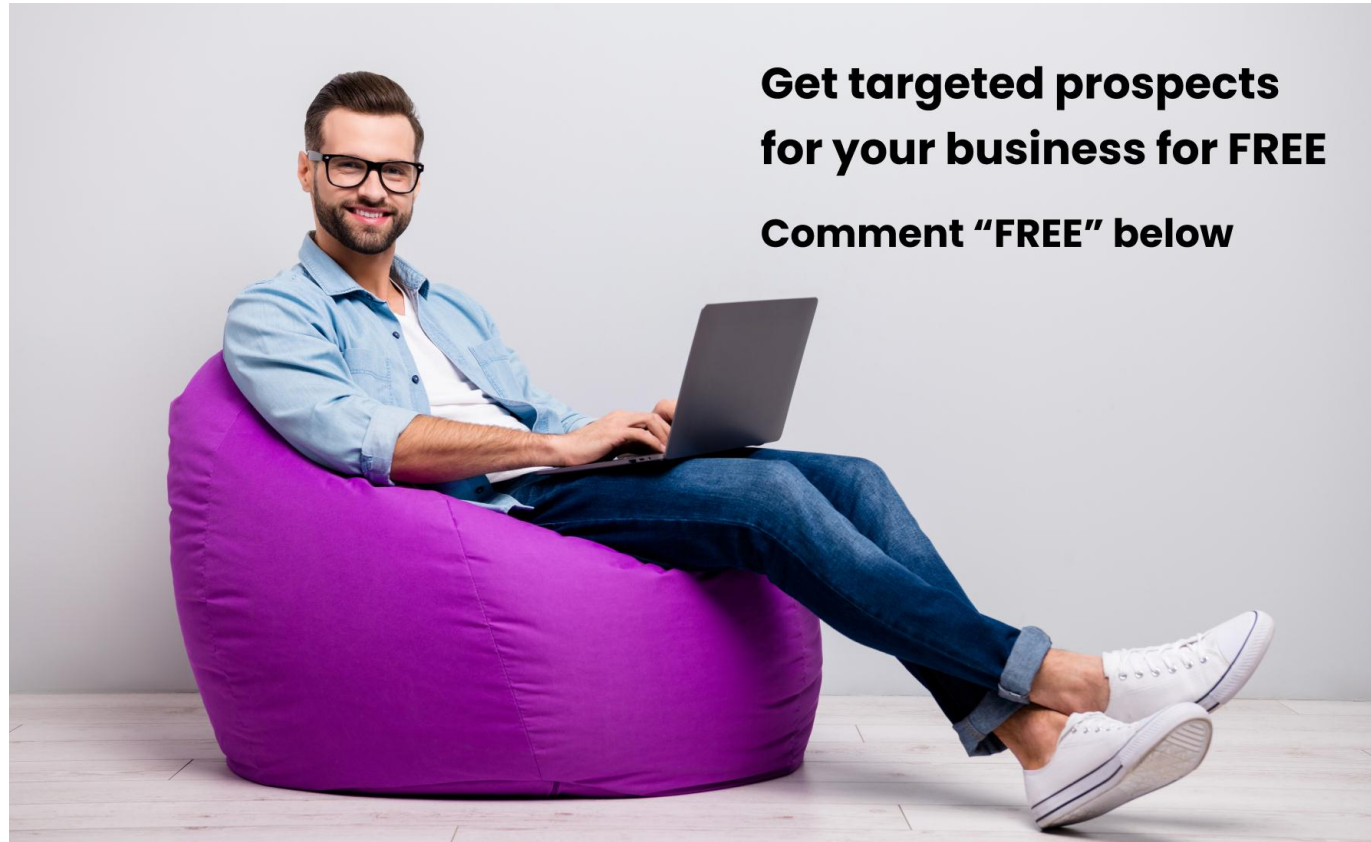
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Follow-up
Free Mentoring –
Search- Score Hawaii



WHAT'S COMING UP





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Ask me how!

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Use Professional Proven Marketing Strategies,
Tactics, and Tools - Simple and Affordable

Lance Luke & Martin K Pe'a



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