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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 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 and going to “Take a Workshop” tab then view “Recorded Webinars”.
- For those interested in volunteering, please visit 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.



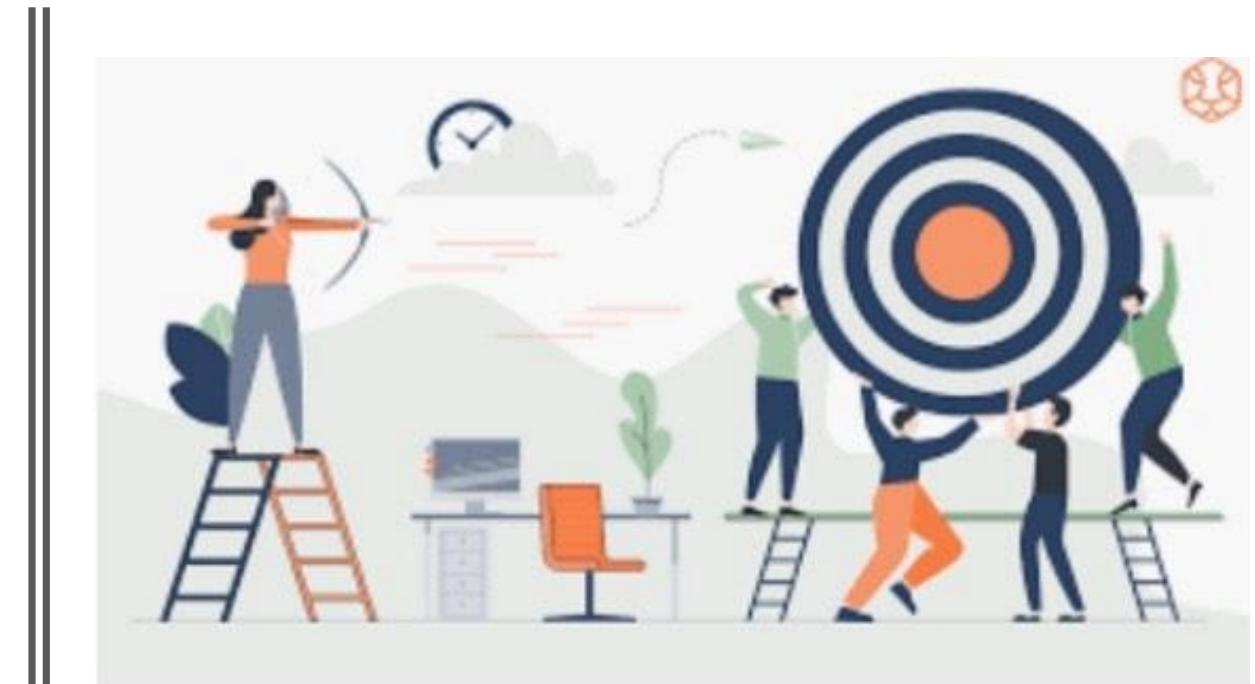
Presented by National Marketing Expert Lance Luke





**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.

DELIVER ENGAGING CONTENT

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.





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





**Get targeted prospects
for your business for FREE**

Comment "FREE" below

FREE MONTHLY LEADS FOR YOU

<https://ultimatefrealeads.now.site>



FREE DIGITAL BUSINESS CARD FOR YOU

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

Promote Your
Small Business
Online Today
To Survive

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

Lance Luke & Martin K Pe'a

These Businesses Do it!



THE ULTIMATE
SMALL BUSINESS
GAME CHANGER
(PROMOTE YOUR
BUSINESS FOR
\$47/MONTH)

UNLIMITED WEBSITES,
HOSTING, BLOG, DONE-
FOR-YOU SOCIAL MEDIA
POSTS AND A LOT MORE...

Lance Luke
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