



Lytle Sisters Empower Entrepreneurs at Small Business Marketing Event

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KINGSTON, JM - Global Entrepreneurship Week in Jamaica was highlighted by a small business marketing event, where Alicia and Lorette Lytle were among the main presenters. Held in the Alfred Sangster Auditorium at the University of Technology on November 16, the event saw the sisters speaking on social media and internet marketing tips, designed to help micro and small business owners grow their businesses.

The event was put on by 20Twenty Strategies Consulting under the theme "Using Technology to Drive Business Growth." It consisted of a main workshop, symposium, panel discussion and exhibitions, and attracted dozens of entrepreneurs and college students. Alicia Lytle, supported by her sister, gave the keynote speech on social media management to the packed audience. Her presentation outlined the many benefits of a social media strategy for small businesses, as well as some of the popular platforms and tools that were useful.

The sisters were also invited to speak to a select group of 15 business owners in a breakout room, after the

main presentation. In addition to further exploring the benefits of social media, Lorette also opened the eyes of those present to global opportunities that existed for further growing their business, such as putting their products on Amazon.com, while Alicia introduced the entrepreneurs to WhatsApp marketing.

Attendees also benefitted from presentations by several other notable speakers. They included Terrence Chambers, General Manager of Packmart International Limited, who shared on the importance of proper packaging and labeling, as well as Annette P. Salmon, CEO and Principal Consultant at 20 Twenty Strategies Consulting, who gave the welcome speech.

Alicia and Lorette Lyttle were invited to speak as a result of their contributions in internet marketing and social management, locally and internationally. The two sisters have travelled the world, teaching people how to make money online using their skills, as well as helping companies and individuals grow their businesses via social media. Currently, they help to head up Internet Income Jamaica and its sister company, Pow Social Media, which is one of the top social media agencies in the Caribbean.

The small business marketing event contributed to the success of this year's Global Entrepreneurship Week, which ran from November 14 ? 20.

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Alicia Lyttle

Alicia Lyttle runs a successful internet marketing and social media company in Jamaica where she is currently based and has travelled the world teaching people how to make money online.

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