



DUQUESNE UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER

START. GROW. PROSPER.

DIGITAL MARKETING PROGRAM



THE NEED

The need for high quality, engaging content has never been greater, thanks in large part to the rise of various social media platforms. In particular, video consumption on social media is increasing rapidly and videos are one of the best ways to engage with online users.

Facebook: **2.96 billion users**

Instagram: **2.35 billion monthly users**

YouTube: **2.68 billion users**

Snapchat: **363 million users**

Twitter: **450 million monthly users**

TikTok: **150 million users (U.S.)**



PENNSYLVANIA
S B D C

Small Business Development Center
Duquesne University

Helping businesses start, grow, and prosper.

THE CHALLENGE

Video production requires special equipment, a studio, software, and a team of experts. That said, most small businesses either lack resources to create engaging content or do not have a budget to hire agencies.

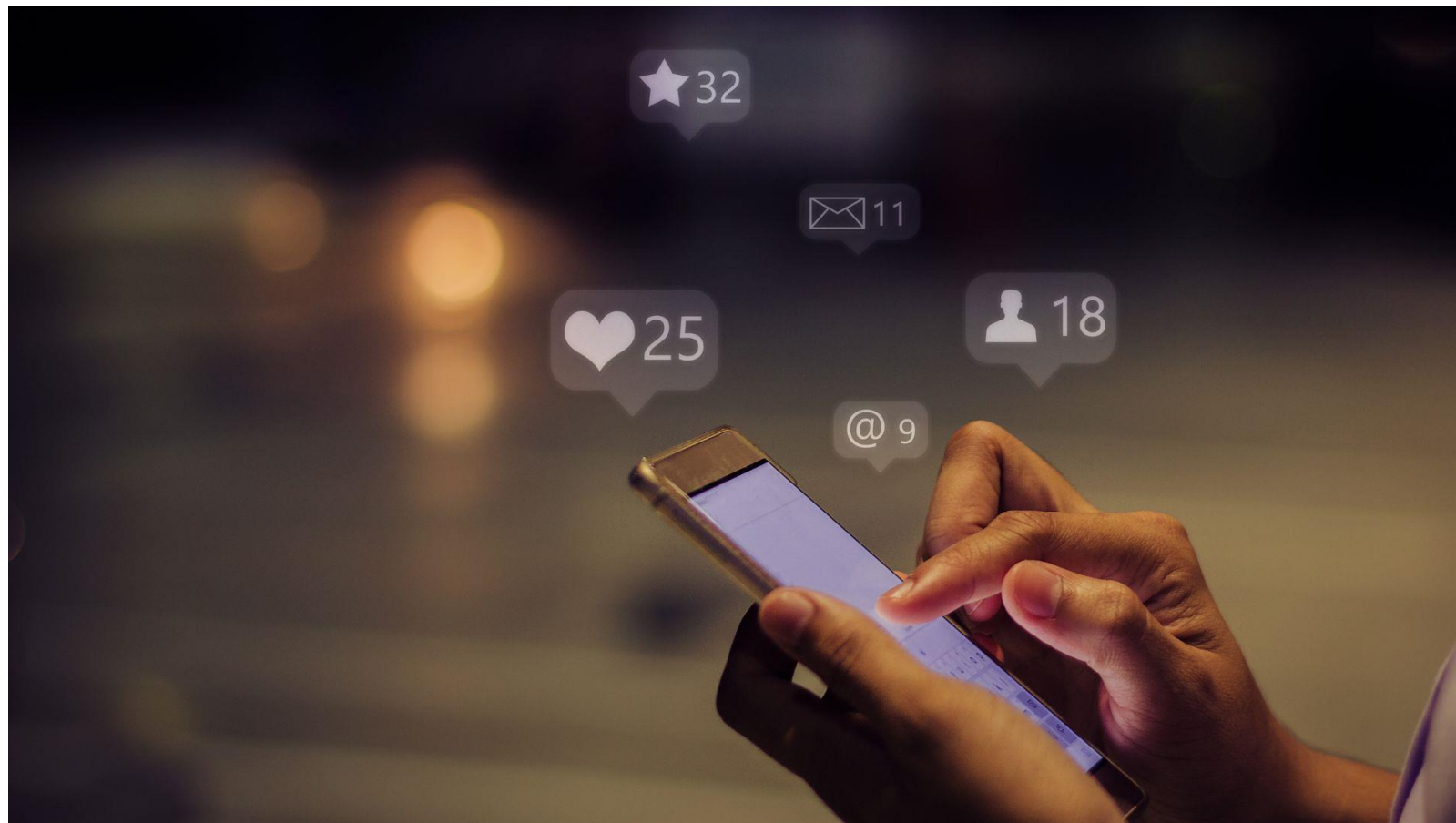
This greatly hampers success and growth for small businesses as they can't communicate with their customers on social media and reach different audiences, especially, the younger audiences.





OUR GOAL

Our goal is to offer no-cost website / social media reviews, video and photography production and consulting services to small businesses in order to help create quality content that is engaging and actionable.

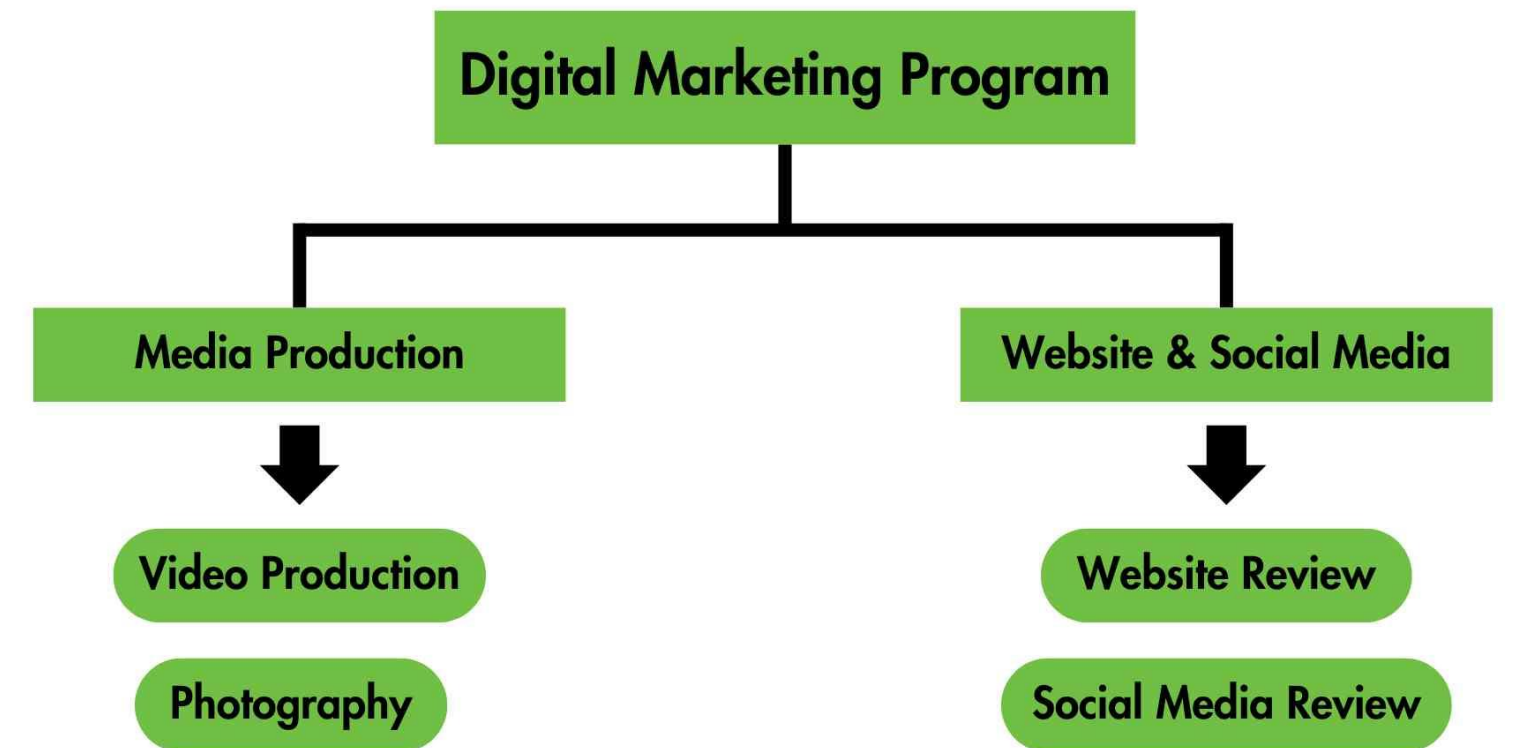


We aim to help small businesses with their digital marketing and social media needs by educating and providing them the tools that they need to successfully manage and grow their company's marketing.

DIGITAL MARKETING PROGRAM

Program Deliverables:

- 1. Creating/Refining Brand Elements:** create or refine brand colors, tone, typography, mission & vision statements.
- 2. Social Media Content:** create or update social media calendars and post templates.
- 3. Professional Videos:** outline, script, film, and edit promotional or overview style videos.
- 4. Professional Photos:** capture and edit high-quality images.
- 5. Training & Education:** suggested tools, equipment, and additional resources.
- 6. Website / Social Media Reviews:** review current online presence and offer recommendations



VIDEO & PHOTO CAPABILITIES

The “Media Production” focus can help your business with...

Video:

- Brand Overview Videos
- Introduction Videos
- Promotional Video Ads

Photo:

- Product Photos
- Headshot Photos
- Business Exterior/Interior Photos



WEBSITE / SOCIAL MEDIA REVIEWS

The “Website / Social Media” focus can help your business with...

Website:

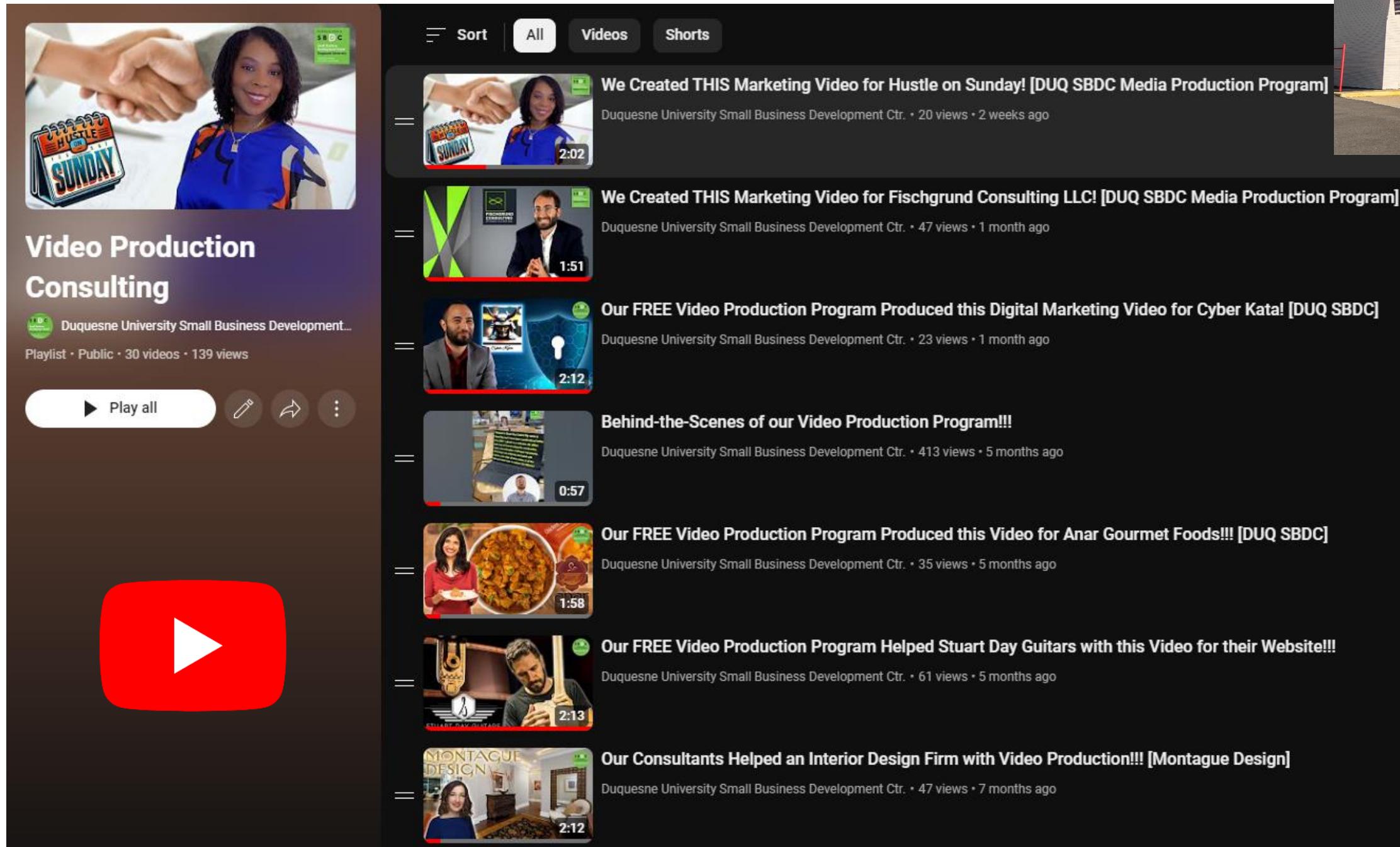
- Design and framework of current website
- Grow Brand Awareness through SEO techniques
- Analyze code on backend and increase exposure through search engines

Social Media:

- Evaluate which methods are best for your industry
- Develop consistency with company brand
- Discuss new ideas for posts and scheduling recommendations



OUR WORK

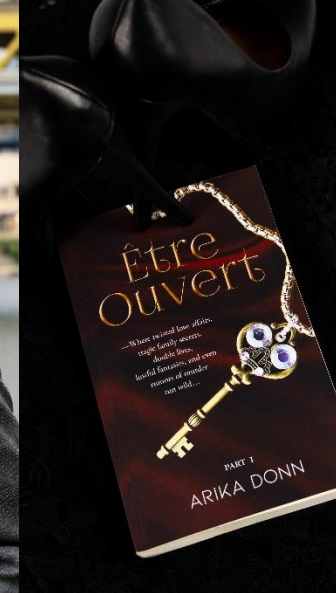


The image shows a screenshot of a YouTube channel page. On the left, there is a profile picture of a woman shaking hands, a channel name 'Video Production Consulting', and a 'Play all' button. The main content area features a list of seven video thumbnails with titles and view counts. The titles are: 'We Created THIS Marketing Video for Hustle on Sunday!', 'We Created THIS Marketing Video for Fischgrund Consulting LLC!', 'Our FREE Video Production Program Produced this Digital Marketing Video for Cyber Kata!', 'Behind-the-Scenes of our Video Production Program!!!', 'Our FREE Video Production Program Produced this Video for Anar Gourmet Foods!!!', 'Our FREE Video Production Program Helped Stuart Day Guitars with this Video for their Website!!!', and 'Our Consultants Helped an Interior Design Firm with Video Production!!!'. Each video title is followed by the channel name and view/view date information.

Video Production Consulting
Duquesne University Small Business Development...
Playlist · Public · 30 videos · 139 views


Sort: All Videos Shorts

- We Created THIS Marketing Video for Hustle on Sunday! [DUQ SBDC Media Production Program]**
Duquesne University Small Business Development Ctr. · 20 views · 2 weeks ago
- We Created THIS Marketing Video for Fischgrund Consulting LLC! [DUQ SBDC Media Production Program]**
Duquesne University Small Business Development Ctr. · 47 views · 1 month ago
- Our FREE Video Production Program Produced this Digital Marketing Video for Cyber Kata! [DUQ SBDC]**
Duquesne University Small Business Development Ctr. · 23 views · 1 month ago
- Behind-the-Scenes of our Video Production Program!!!**
Duquesne University Small Business Development Ctr. · 413 views · 5 months ago
- Our FREE Video Production Program Produced this Video for Anar Gourmet Foods!!! [DUQ SBDC]**
Duquesne University Small Business Development Ctr. · 35 views · 5 months ago
- Our FREE Video Production Program Helped Stuart Day Guitars with this Video for their Website!!!**
Duquesne University Small Business Development Ctr. · 61 views · 5 months ago
- Our Consultants Helped an Interior Design Firm with Video Production!!! [Montague Design]**
Duquesne University Small Business Development Ctr. · 47 views · 7 months ago



Visit our [YouTube channel](#) to view all of our client videos!

BECOME A CLIENT/REFER A CLIENT!

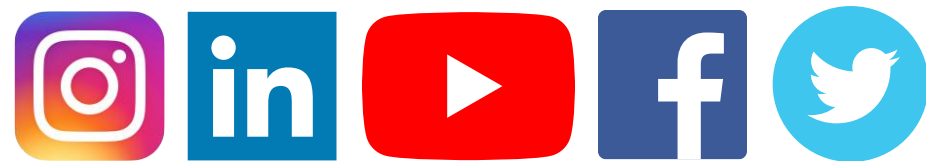
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#StartGrowProsper

