

CLIENT SUCCESS STORY

MCL FAMILY LAW FIRM

PENNSYLVANIA

SBDC

Small Business
Development Centers
Duquesne University



45 SECONDS. ONE POWERFUL MESSAGE FOR MARKETING SUCCESS.

When Melissa C. Lewis, Esq. stepped into business ownership, she was taking on much more than practicing family law. She was building a firm, managing a team, developing new systems, and creating a brand that reflected her commitment to providing both strong legal advocacy and compassionate support. In January 2026, that vision took a major step forward when the Pittsburgh-based practice was rebranded as MCL Family Law. As the firm evolved, Melissa recognized that a strong digital presence would be essential to introducing the new brand and connecting with prospective clients.

Melissa turned to the Duquesne University SBDC's Digital Media Production Program for help bringing the firm's story to life. Through brainstorming, script development, filming, and editing, the SBDC team worked with Melissa to produce a professional 45-second video announcing the transition to MCL Family Law. The program helped Melissa take a more strategic approach to digital marketing—showing how authentic, professional content could build trust, showcase the people behind the firm, and support long-term business growth.

The impact was significant. As of September 8, 2026, the video had generated **8,200 views on Facebook** and was featured prominently on the MCL Family Law website. The firm has also grown from Melissa's individual practice into **a business supported by employees and staff, creating jobs and professional development opportunities** in the Pittsburgh community. With a stronger brand, increased visibility, and a clearer digital strategy, Melissa is building MCL Family Law into the approachable, client-focused practice she envisioned.



The Duquesne SBDC Digital Media Production Program gave me something that is incredibly valuable to a small business owner: the opportunity to step outside of the day-to-day demands of running my business and really think about how I want my business to be seen.



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