



DUQUESNE UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER

LAUNCH. INNOVATE. THRIVE.

SOCIAL MEDIA & VIDEO PRODUCTION



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.)**



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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.

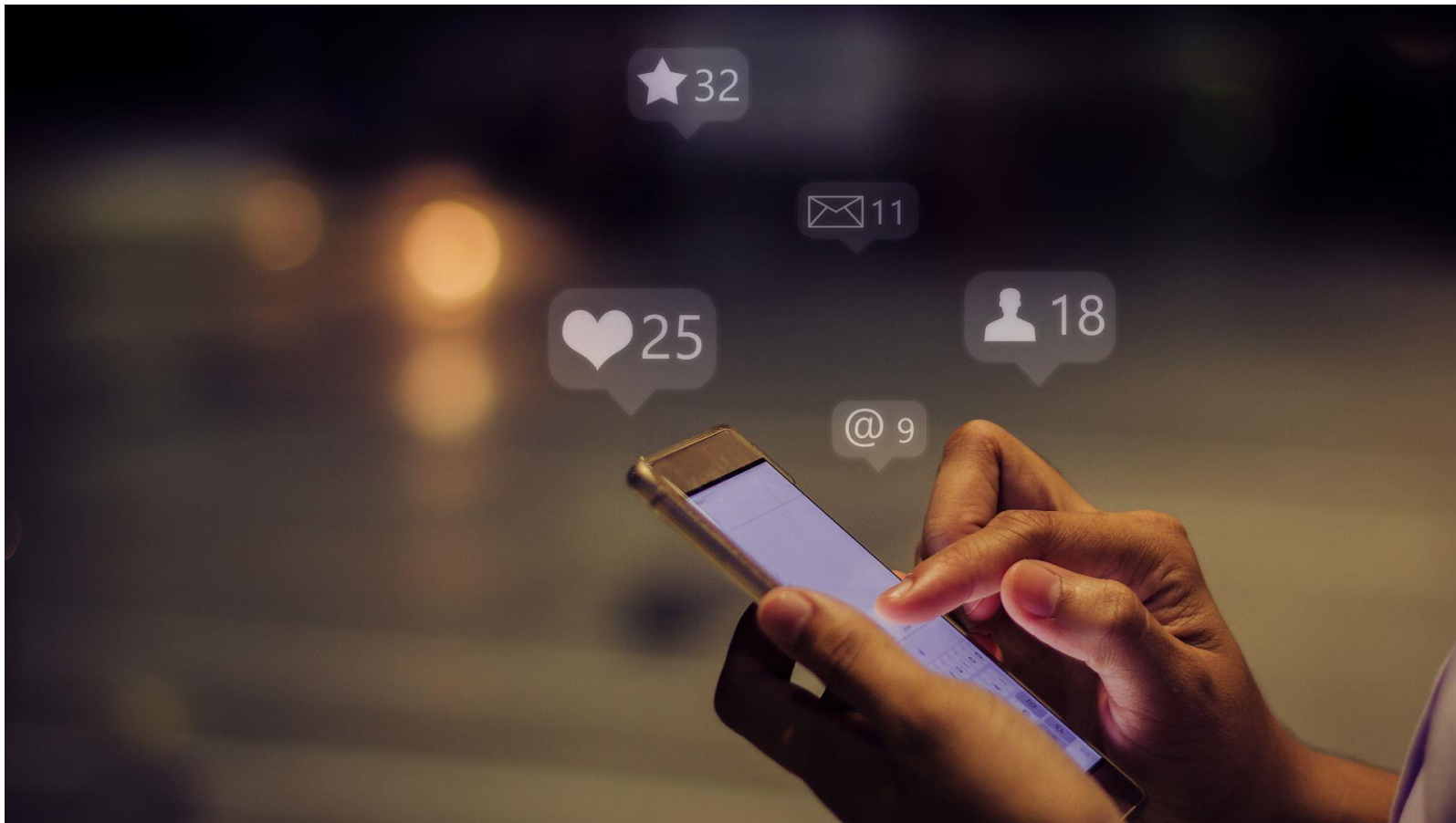
This greatly hampers success and growth for small businesses as they can't communicate with their customers on social media and reach different audiences, especially, the younger audiences.





OUR GOAL

Our goal is to offer no-cost video production and social media 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 social media needs by educating and providing them the tools that they need to successfully manage their social media channels.



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“SM & VP 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.



VIDEO & PHOTO CAPABILITIES

The “Social Media & Video Production” program can help your business with...

Video:

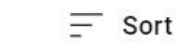
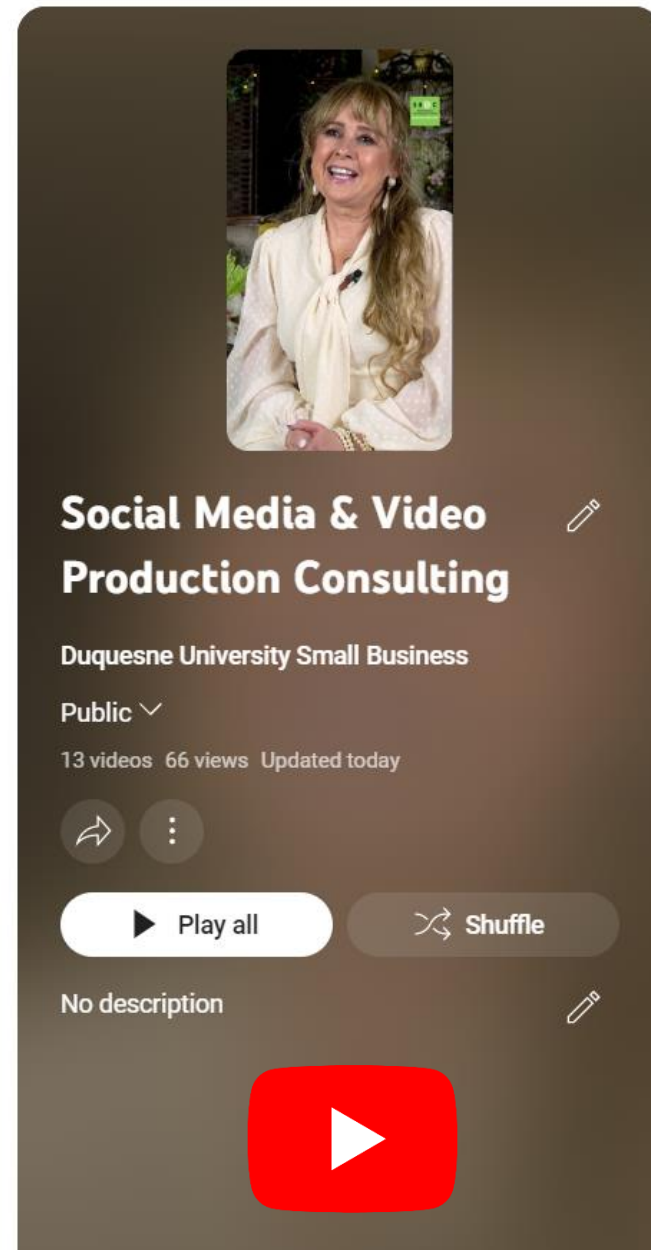
- Brand Overview Videos
- Introduction Videos
- Promotional Video Ads

Photo:

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



OUR WORK



Behind-The-Scenes of our Social Media & Video Production Program! 

Duquesne University Small Business Development Ctr. • 188 views • 1 month ago



A ONE-OF-A-KIND Vision Boarding Experience Located in Portage, PA | Vision Partying

Duquesne University Small Business Development Ctr. • 22 views • 1 month ago



We Helped a Fitness Apparel Brand Create an Instagram Reel and it was a SUCCESS!

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Helping a Mental Wellness Company GROW Their Business | Intentional Simplicity LLC

Duquesne University Small Business Development Ctr. • 19 views • 4 months ago



Helping a Security Service Provider GROW Their Business | Black Knight Security

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Helping a Digital Marketing Agency Promote Their Lead Generation Services | HBT Digital Consulting

Duquesne University Small Business Development Ctr. • 12 views • 6 months ago



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

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BECOME A CLIENT/REFER A CLIENT!

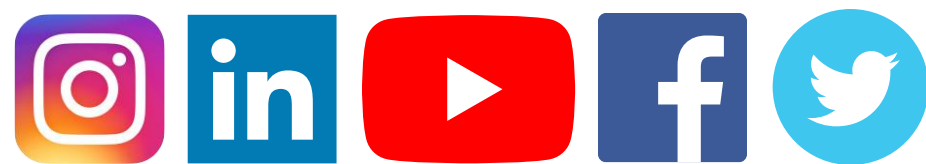
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