When it comes to telling a compelling story, promoting your brand and building engagement, video is becoming increasingly important. Video marketing had a strong year in 2015, and it’s continuing to grow. Learn about four expectations for video in 2016, and why it’s an important tool to promote your small business.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

INDUSTRY NEWS

Why Your Small Business Needs Video Marketing
Did you know? Web pages that contain video content are ranked higher by Google than those that don’t. Learn why video is an important part of your marketing mix, and why it can be easy to get started.

Make a Great Online Marketing Video With These 5 Tips
Think you’re ready to pursue video in your marketing plans? Before you break out your GoPro, check out these 5 tips to get started.

Top 5 Video Marketing Trends for 2016
Read up on the future of video consumption, trends and predictions.

TRAINING OPPORTUNITIES

First Steps to Starting a Business
Apr. 20, May 25 or June 15

Entrepreneurial Training Program
June 2-Aug. 4

BACK ISSUES

Check out previous editions of the SBDC Front Page Newsletter.

CONNECT WITH SBDC

BUSINESS COUNSELING

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish.

RESOURCES

Entrepreneurial Training Program Grant:
Apply to be considered for a 75% reimbursement

Milwaukee 7 Export Development Grant Program
Thinking about exporting your products or services abroad? Consider applying to the Milwaukee 7 Export Development Grant Program, which awards up to $5,000 to help companies go global. Let SBDC help with your application, due on April 30.

Virtual Advisor:
Business Education Seminars
Join us in ongoing small business discussions!

**QUESTIONS?**
Contact [Jason Mueller](mailto:muell223@uwm.edu) at muell223@uwm.edu or 414-227-3240.

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- Starting a Business
- Managing an Existing Business

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