

CASE STUDY

How **6 STRONG MEDIA**
filmed **20** client stories in **19**
cities, and produced **80** videos
— all within **90** days



FOR THE LIFE OF YOUR BUSINESS

CLIENT

SCORE is the nation's largest network of volunteer, expert business mentors, with approximately **10,000** volunteers in more than **230** chapters and **1,500** communities nationwide. Since its founding in **1964**, SCORE has helped more than **11** million current and aspiring entrepreneurs start, grow, or troubleshoot their businesses through mentoring, workshops, and educational services.

Challenge

SCORE has collected countless client success stories over the years, but has never found an efficient way to share those stories with video.

Solution

6 STRONG MEDIA leveraged its **No-Stress Production Process** and national network of 200+ local camera crew partners to film SCORE's client testimonials efficiently and affordably.

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“Client success stories are at the heart of what we do and why we do it.”

Lori Barnes
SCORE



20 client success stories were captured in **19** cities within four weeks.



42 professionals collaborated on the project, covering every aspect from coordination and creative direction to filming, editing, and quality review.



80 completed videos were delivered to SCORE without a hitch within the original (and very tough) **90-day** deadline.



SCORE's social media campaign anchored by the new videos reached **2.2** million people and generated **40,000** website visitors within the first month.



Organic engagement for the full-length videos on SCORE's social platforms is among the highest of all the organization's content.

CHALLENGE

SCORE has collected countless client success stories over the years, but has never found an efficient way to share those stories on video.

Founded in 1964, SCORE is the nation's largest network of volunteer, expert business mentors, with approximately **10,000 volunteers** in more than **230 chapters** and **1,500 communities** nationwide.

As a resource partner for the U.S. Small Business Administration, the organization has helped more than 11 million current and aspiring entrepreneurs start, grow, or troubleshoot their businesses via mentoring, workshops, and educational services.

In 2021 alone, SCORE volunteers helped create more than **25,000 new small businesses** and add more than **71,000 non-owner jobs** to the U.S. economy.

SCORE tracks its clients' progress, and many of its mentees proudly share their success stories on the network's website. Capturing and sharing those success stories on video has long been more of a challenge, however.

SCORE's clients are spread out across the entire country and the organization doesn't have its own video production team.

Hiring an outside video team to travel from client to client would simply be too expensive, and gathering client stories on a videoconferencing platform like Zoom wouldn't do them justice.

Enter 6 STRONG MEDIA.



SOLUTION

6 STRONG MEDIA leveraged its **No-Stress Production Process** and national network of **200+** local camera crew partners to capture SCORE's client testimonials efficiently and affordably.

The videos — which would run from 90 seconds to 2 minutes each — would highlight a diverse pool of business owners who benefited from working with SCORE mentors while launching or growing their businesses. SCORE also needed shorter clips from each video to share on its social media platforms and in its other marketing efforts.

The organization selected **20** mentee businesses to be featured in the project.

The only problem?

Those businesses were located in **19** different U.S. cities.

Not a problem for 6 STRONG MEDIA.

6 STRONG MEDIA prides itself in its ability to find faster, simpler ways to make great videos. You might even say they have a 6th sense about what their clients need.

Paying a video production team to travel to all **19 cities** would far exceed SCORE's budget for the project. Interviewing the mentees remotely via video chat wouldn't provide the quality level SCORE needed for its long-term marketing plans.

SCORE jumped at the idea.



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We could not have accomplished this project without the professional, efficient, organized, and high-quality output of 6 STRONG and their entire team. They provided our nonprofit with high-quality, compelling videos within budget and on time with the utmost professionalism, creativity, and customer service. Definitely GREAT videos without all the hassle. They were a pleasure to work with, and we recommend them highly!

”

Lori Barnes
SCORE



19
CITIES



20
CLIENT
STORIES



80
VIDEOS



90
DAYS

PROCESS

Other than SCORE curating the list of mentees — and letting them know that representatives from 6 STRONG MEDIA would contact them to schedule video shoots — 6 STRONG MEDIA handled every aspect of the fast-paced, complex project.

The agency partnered with **18 camera crews** across the country to produce **20 stories** in **19 cities** within **90 days**. A total of **42** professionals collaborated on the project, covering every aspect from coordination and creative direction to filming, editing, and quality review.

“By choosing 6 STRONG to execute our project, we were able to maximize the number of client success story videos completed within budget and within our compressed timeline,” Lori Barnes said.

In the end, 6 STRONG MEDIA delivered **80 videos** to SCORE without a hitch — and no hassles, only dazzle for the client — and within the original (and very tough) **90-day deadline**.



RESULTS

6 STRONG MEDIA helped SCORE write another success story.

The creative and compelling videos produced by 6 STRONG MEDIA achieved SCORE's goal of capturing the diverse nature of its client base, and will undoubtedly inspire other clients facing similar challenges to reach out to the organization.

And while the videos will surely spark future mentees to take the first step in writing their own success stories, the overwhelming immediate reaction to the videos from SCORE and its mentees indicate that this project is already a success.

6 STRONG MEDIA's lead client contact Lori Barnes with SCORE called the videos "**phenomenal**" and "**incredible.**"

She said that she was "**obsessed**" and "**in love**" with the videos, adding that each new one she watched "just kept getting better" than the last.

"The video quality is outstanding and the content is compelling," Barnes said. "Overall, 6 STRONG **exceeded our expectations** for this project."

Public response to the videos has been just as exciting.

"In late September (of 2022), we launched a paid social media spend with the call to action, 'Find your mentor today at SCORE.org.' It targeted new entrepreneurs and small business owners not already utilizing SCORE services on Facebook, LinkedIn, and Twitter. Early results are phenomenal," Barnes said. "The campaign has reached **2.2 million people** and **generated 40,000 clicks** for SCORE.org so far. Organic engagement for the full-length videos on our social platforms is among our highest performing content."

The reactions from SCORE and its clients have been equally as glowing.



“
WOW! I am speechless...
6 STRONG MEDIA did an
amazing job! This is a great
video. It makes me want to sign
up for SCORE...again!

”

Iyobosa Ero
Preparture



“

"My initial gut feeling was that you all would be a pleasure to work with and do the job well...
And I was right!"

Lori Barnes
SCORE

“

"Did you want to make us cry
happy tears of joy?
Because goal achieved!
WE LOVE IT!
The video is incredible. It's
amazing to see how the magic
of videography can help tell our
story so well."

Heather Mangione
Al Fresco

“

"This is so exciting!
Love the video!"

Kelly Twichel
Access Trax

Perhaps the most complementary feedback came from Bob with The Vintage Veteran, who offered extremely kind words about working with the 6 STRONG MEDIA team:

“The 6 STRONG film crew is SOLID GOLD. I’ve worked with a lot of directors, DPs, and cinematographers, but they are the real deal. They had zero complaints about working conditions, tight quarters, or my dogs click-clacking their toes all over the cement floor. Not a single complaint or even a frown.”

“And you, (Madeline Burgess, Production Manager)... You’ve made this whole experience extremely comfortable. I have anxiety and PTSD from my time overseas. I live in the woods, so nobody comes to my house — let alone strangers. But your tone and personal touch made this almost a family experience, like Thanksgiving dinner... An extremely sincere ‘thank you.’ Thank you for making this something I could get through, thank you for being so amicable with a sudden change in plans, and thank you for even offering me this in the first place.”



“

6 STRONG MEDIA and SCORE have made an immeasurable impact on my business and family’s future. I’m ever grateful.

”

Bob Abbott
The Vintage Veteran



Want to supercharge your video marketing with client success stories?



6STRONGMEDIA

Stronger Videos Made Simple