

40TUDE BUSINESS

Fortitude (n): strength of mind that enables a person to encounter danger or bear pain or adversity with courage.

A robust web presence is a must for small businesses in the time of COVID.

For many small businesses, meeting customers' expectations for online commerce and social media can be a challenge. 40TUDE helps you amp up your online visibility and sales capacity with expert design and web services. **40TUDE is your new outsourced marketing team!**

Our Services

We take care of it for you — \$500 each

- **Online Presence** — If you're just getting started online, we'll ensure your business has accurate information listed on popular platforms like Google My Business, Yelp and Facebook.
- **Social Media Plan** — We'll help you improve your social media presence with header designs, profile pictures, a posting plan, suggested voice and several starter designs.

We take your online presence up a level — \$1,000 each

- **New/Redesigned Website** — Let us design or redesign your website for a fresh, appealing look.
- **E-commerce and Online Sales** — Ready to start selling online or update your online sales platform? Our team will help create a seamless e-commerce experience for your customers.

Your Eligibility

If you have a small business in DeKalb County, you're eligible!

Get Started

Submit your application at
dekalbcounyunites.com/40tude.

Once you apply, OC Creative will contact you to begin the process.



Our Partners

40TUDE Business brings together local marketing experts, industry-experienced faculty/instructors and talented NIU students: DeKalb County UNITES; OC Creative; NIU Division of Outreach, Engagement and Regional Development; NIU College of Business; and NIU JobsPLUS.

You'll interact with experienced professionals every step of the way, as they guide NIU students working behind the scenes.

**DeKalb County
UNITES**
Small Business Task Force

OC
creative



Northern Illinois
University

Outreach, Engagement and Regional Development
College of Business
JobsPLUS

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