

Invest Ottawa DMS Future Proof

Success Story: Backcountry Wok

The Story

Backcountry Wok is on a mission to inspire sustainable, nutritious and inclusive adventures with convenient on-the-go meals. Founder Melanie Ang launched the business in 2018 after noticing a lack of dehydrated food options on the market in Vancouver, where she lived and regularly spent time in the backcountry. Instead of the low-quality and generally unpalatable meals she often found on store shelves, she started developing fresh, Asian-inspired and vegan meals that satisfied her craving for sophisticated flavours without sacrificing the portability and convenience of dehydrated foods. Backcountry Wok also now offers a wide range of food options in compostable and convenient packaging.

The Obstacle

Before the COVID-19 pandemic hit, Melanie's sales stemmed mainly from large events and pop-up shows. With trade shows cancelled for the foreseeable future, Melanie needed to pivot to an online-focused format. To manage these challenging times, Melanie also wanted to better understand her customer base to help her identify new market segments she could target in future efforts.



The Solution

To support her new marketing goals, Melanie engaged the Digital Main Street Transformation Team for help. The team worked collaboratively with Melanie to identify new customer bases and recommend tactics she could implement on her own. The team recommended ways for Melanie to optimize her email marketing strategy with a detailed schedule, content template, and language tips for several new market segments. The team also edited and restructured some of Melanie's packaging and promotional materials. Through Digital Main Street, Melanie had a team of digital experts help her achieve her marketing goals ahead of schedule.

The Update and the Future

With her Canadian client base effectively segmented and targeted, Melanie has now set her sights on taking Backcountry Wok international. In the coming months, she plans to export her products to the United States. The new changes have also freed up Melanie's time and bandwidth so she can focus on other areas of the business, such as expanding her product line and managing manufacturing.



Testimonial

“As a solo business owner, I would never have had the opportunity to dedicate so much time to marketing without the Digital Main Street team,” says Melanie of her experience with the Future Proof program. “I highly recommend the program for other business owners looking to expand their marketing efforts.”

Get Connected!



Melanie Ang

Founder, Backcountry Wok

backcountrywok.com



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