

# Invest Ottawa DMS Future Proof

## Success Story: Good Choice Initiative

### The Story

Good Choice Initiative is an online business hub that encourages people in the Ottawa-Gatineau area to live sustainably. Founder Noelle Le Conte-Good launched the directory following the onset of the COVID-19 pandemic. She saw those around her begin to question their spending and become more critical of unethical or unsustainable enterprises. As a champion for sustainability herself, Noelle created Good Choice Initiative as a central space for those looking for goods and services delivered by like-minded people. The site now includes a business directory listing of enterprises that meet at least one key sustainability criteria.

### The Obstacle

When Good Choice Initiative was first introduced, Noelle's team consisted of herself and a few volunteers. She had a massive repository of information that she wanted to make accessible to others hoping to educate people on the importance of making ethical purchasing decisions. But, without expertise in digital marketing, branding, or web design, Noelle struggled in giving Good Choice Initiative the visibility and engagement it needed to grow.



### The Solution

Noelle engaged the Digital Main Street Transformation Team to help her create a digital strategy for the Good Choice Initiative. The team first reviewed and revamped Noelle's existing website to make it more functional, user-friendly, and aesthetically true to her brand and vision. The team also created personalized social media post templates for Noelle to follow on all platforms, as well as a step-by-step strategy to follow on her own. As a result of their work, Noelle's website is ready to connect more socially conscious consumers to information, resources, and like-minded businesses.

# The Update and the Future

With the new digital platform and branding in place, Noelle has seen a significant increase in engagement and attention for her business. Her social media platforms even caught CTV Ottawa's attention, who spotlighted Good Choice Initiative as a leading local business earlier this year. Looking to the future, Noelle is confident her business will keep its momentum and continue to gain traction in the National Capital Region.



## Testimonial

“The Digital Main Street Team helped me both as an individual and as a business owner,” Noelle says of her experience with the Future Proof program. “Their expertise and knowledge of digital marketing has saved me time and energy while producing real results. On top of that, Invest Ottawa helped me create a strong professional network for my business. I strongly recommend other businesses participate in the program.”

## Get Connected!



**Good  
Choice  
Initiative**

**Noelle Le Conte-Good**

Founder, Good Choice Initiative

[goodchoiceinitiative.ca](http://goodchoiceinitiative.ca)

 [instagram.com/goodchoiceinitiative](https://www.instagram.com/goodchoiceinitiative)

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