

Invest Ottawa DMS Future Proof

Success Story: My ByWard Office

The Story

My ByWard Office (MBO) is one of Ottawa's premier co-working spaces. Founder Eric McRae started the business after seeing how convenient and commonplace co-working offices were in other cities when he travelled for work as a business analyst. In Ottawa, the only option was loud and busy coffee shops, so he opened one of the city's first co-working spaces in the Byward Market in 2015. When the pandemic hit, office spaces everywhere emptied out as working from home became the new reality. Eric's business was badly impacted, and he knew he needed a solution to keep his doors open in 2021.

The Obstacle

Despite the many safety measures he had in place to prevent COVID-19 from spreading in his co-working space, Eric knew it would take time before demand for his business would rise again. He chose to take advantage of this time by rebranding his business with a new logo and overall image. To support this online transformation, Eric contacted the Digital Main Street team for help.



The Solution

Within weeks, the experts on the Transformation Team conducted extensive market research on Eric's business and presented a social media and marketing plan to be implemented over the next year to leverage demand and increase visibility for the brand. The team also laid the foundation for Eric's new website, including new graphics, visual templates and functional features to create an informative, user-friendly experience that stays true to his overall brand image. Eric now has a roadmap to follow in the months to come to ensure his new brand is launched successfully.



The Update and the Future

Eric is excited to launch his new website and brand image in April 2021. With his new digital marketing skills and products, Eric is also very optimistic about the future of co-working. While a delay is to be expected with the ongoing pandemic, Eric is confident that entrepreneurs and other professionals will soon look again for workspaces in trendy, lively areas such as the Byward Market.



Testimonial

“Having a team of people help me with every facet of digital marketing was game-changing for me,” says Eric of his experience with the Future Proof program. “As a solo entrepreneur, I’m used to handling everything myself. I definitely recommend other entrepreneurs take advantage of this great program.”

Get Connected!



Eric McRae

Founder, My ByWard Office

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