

Invest Ottawa DMS Future Proof

Success Story: Productive to the Max

The Story

Productivity and transformation specialist Ann Max has been in the leadership and operational consulting business for more than 20 years. She initially founded her firm Productive to the Max to organize professional office spaces but has since seen her practice evolve to exclusively help women entrepreneurs gain the strategies and tactics they need for businesses success. Traditionally, Ann relied heavily on word-of-mouth for client referrals. When the COVID-19 pandemic hit limiting in-person interaction, she was forced to seek out digital marketing strategies that could help.

The Obstacle

Over her decades of experience, Ann collected a massive database of information and knowledge that she wanted to leverage to both attract new clients and create a new revenue stream. However, being an entrepreneur, Ann had very little time to learn the digital skills she needed to make these changes herself. Instead, she reached out to the Digital Main Street Future Proof program for help with the heavy digital lifting.



The Solution

After working with the Transformation Team, Ann was left with an improved website, a social media engagement plan tailored to her target market, and a marketing template for her to follow. The team began by assessing Ann's existing marketing materials and outlining recommendations and opportunities for improvement. The team also re-worked her online messaging to better reach potential clients and improve overall engagement. The experience helped her gain core digital marketing competencies while a dedicated team worked on bringing her vision to life.

The Update and the Future

As a result of the changes made through the Future Proof program, Ann has seen her business ramp up significantly. After implementing email marketing strategies, she saw her newsletter mailing list more than triple, while her social media engagement increased dramatically. Moving forward, Ann is confident she can adapt to the current reality of the COVID economy and can continue to grow her digital marketing knowledge.



Testimonial





“The Transformation Team were like a knight in shining armour,” says Ann Max of her experience with the Future Proof program. “All small businesses had to pivot instantly onto social media, which is challenging when we, as business owners, are working around the clock to stay afloat. The Future Proof Program was huge for me, and I absolutely recommend it to others needing a digital revamp.”

Get Connected!

Ann Max

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