The Story

Relationship expert Marie-Claire Thauvette (M-C) founded her personal consulting business, Relationship Bliss, to teach individuals and couples how to improve their intimacy, communication and connection. After spending three decades as a sexual education teacher, M-C decided to channel her passion for intimacy and connection into Relationship Bliss, where she now offers couples and individuals dating counselling along with monthly retreats to help her clients develop mindfulness and a positive change in perspective. However, when the COVID-19 pandemic hit, M-C found herself in need of digital solutions to help her remain competitive in a changing environment.

The Obstacle

Shortly after the pandemic began, M-C worried for all of the vulnerable women in toxic relationships and wanted to find a new way of making her services visible to those who needed her help. As she traditionally relied on networking and word-of-mouth to build client base, she needed to modernize her business approach and its online presence, and reached out to the Digital Main Street Transformation Team for help.

The Solution

Within weeks, the Transformation Team overhauled M-C’s website and social media profiles. The team started by evaluating M-C’s existing marketing materials and analytics, then collaborated with her to create a sustainable and effective digital marketing strategy. The team then introduced some key tactics that M-C could use to strategically structure her social media content, schedule her posts, and maintain a unified brand image throughout her messaging. Now, M-C has a reinvented, aesthetically pleasing website and social media presence that works to attract new clients and retain existing ones.
The Update and the Future

With the help of the new digital tactics, M-C is bringing some of her biggest ideas to life and looks to maintain the momentum moving forward. In the future, she hopes to expand the reach of her weekend retreat program, while continuing her counselling practice and engaging with clients for one-on-one.

Testimonial

“I can’t say ‘thank you’ enough,” says M-C of her experience with the Future Proof program. “The team made me feel very supported and cared for. They kept me moving forward with a positive mindset, while giving me the tools I needed to improve my business. I highly recommend the program to all business owners in need of a refresh online.”

Get Connected!

Marie-Claire Thauvette
Founder, Relationship Bliss

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