

Invest Ottawa DMS Future Proof

Success Story: wild idea co.

The Story

wild idea co. is a brand consultancy and creative studio for purpose-driven businesses in the nation's capital. Founder Ryan Gencarelli launched the business in 2018 after leaving a lengthy career in advertising and marketing, choosing instead to channel his expertise into a consulting business for social enterprises. With Ryan's cost-saving, "no frills" approach, wild idea co. has helped businesses ranging from large multinational corporations to small, local shops to build and maintain digital marketing strategies.



The Obstacle

Despite being an expert in optimizing online platforms, Ryan struggled to find the time to prioritize his own business' digital presence. He and his team felt crunched for time working tirelessly for his clients, putting his own website and marketing planning on the backburner. Without digital optimization, Ryan feared wild idea co.'s growth could stall.

The Solution

After just weeks with the Digital Main Street Transformation Team, the wild idea co. website was refreshed, the social media accounts were streamlined, and Ryan was left with a roadmap to follow to keep his business's digital presence up in future. Between the informative new content and user-friendly newsletter sign-up, the new wild idea co. website is faster and more engaging than ever before. And thanks to fresh new graphics and imagery, the business's social media presence is set for growth.

The Update and the Future

As a result of the optimization, Ryan has seen wild idea co.'s bounce rate improve, new inquiries increase significantly, and newsletter signups steadily rise. In the future, he hopes to expand the business to offer online training and downloadable content to bring informative resources to prospective clients or colleagues. Ryan also hopes see wild idea co.'s continued growth in the consulting space.



Testimonial

“I recommend the Digital Main Street Program for businesses of all shapes and sizes,” says Ryan of his experience with the Future Proof Program. “There is always some kind of work your business needs, in terms of marketing. Why put it off when there is a free service of talented young professionals, ready to take your digital presence to the next level?”

Get Connected!

**wild
idea** co.

Ryan Gencarelli
Co-Founder, wild idea co.

wildidea.co

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