

Invest Ottawa DMS Future Proof

Success Story: Good Habets

The Story

Good Habets provides Eastern Ontario with unique and innovative engineering services with the goal of lowering utility bills across the region. Founder Chris Habets built the firm with a mission to collaborate with small and medium-sized businesses and property owners to decrease energy bills and secure tenant, client, and employee satisfaction down the line. Chris planned to launch the business in early 2020, but when the pandemic hit, he found himself without a COVID-ready marketing strategy to generate a client base for Good Habets.



The Obstacle

When Chris was preparing to launch his business, he planned to advertise his consulting services by attending in-person networking events to generate leads, physically knocking on the doors of promising potential clients, and seeking novel ways of connecting with others. As the economy shifted online due to pandemic restrictions, Chris' advertising plans became obsolete. He needed to respond with an agile digital plan.

The Solution

Chris engaged the Digital Main Street Transformation Team for a novel digital strategy before officially launching the business. After a few short weeks, Chris was given a workable plan to help him take his business into the digital world. The Team gave Chris' business a digital transformation by consolidating his online narrative, giving key advice on digital marketing, leaving Good Habets with a promising blueprint to follow moving forward. While the business continues to evolve, Good Habets is confident its new digital focus will help shape operations and secure its future.

The Update and the Future

With the help of an effective digital lead generation plan, and a complete digital transformation provided by Digital Main Street, Good Habets is set up for growth. In 2021, Good Habets plans to focus more on small businesses and property owners to decrease energy costs in line with their overall goals.



Testimonial

“Invest Ottawa really helped Good Habets get started,” says Chris Habets. “Without Invest Ottawa’s help, we don’t believe Good Habets would be in anywhere near as good a situation as we find ourselves in now.”

Get Connected!



Chris Habets
Founder, Good Habets

goodhabets.ca

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