

Invest Ottawa DMS Future Proof

Success Story: Duckling Dating

The Story

Duckling Dating is one of the only group-based dating communities in Ottawa. Clinical sex and relationship therapist Sue McGarvie started Ducklings from her local sex and relationship workshops conducted over the last 20 years. After consulting many couples looking to keep their relationships vibrant and adventurous, she noticed the demand for fun group activities that provided more creative date options than dinner and a movie. In response, she started planning date nights for both couples and singles where members could feel included, safe, and welcomed. Today, Ducklings has grown into a strong community of positive and supportive members.

The Obstacle

Before the COVID-19 pandemic, all of Sue's events took place in person at exotic and fun locations such as sex museums and local brothels, and her couples and dating counselling relied on face-to-face interaction. With her members having to stay home for the foreseeable future, Sue knew she had to reinvent her online presence to embrace the virtual economy. To increase Ducklings' online presence, Sue applied to the Digital Main Street Future Proof program for help.



The Solution

The program's Transformation Team began by revitalizing Sue's branding materials with new content for her website, a fresh logo, and an aesthetic color palette to match. The team also audited her social media channels and recommended multiple tactics for how Ducklings could expand its reach and visibility online. Notably, the team introduced Sue to TikTok and Clubhouse, where she now posts regularly according to a schedule set by the team to keep up engagement. By embracing social media for the first time, Sue now has an opportunity to reach new demographics online and set Ducklings up for success in the future.

The Update and the Future

Since implementing the team's social media blueprints, Sue has seen her online engagement skyrocket. In the last two months alone, Sue has accumulated over 15,000 followers on TikTok and has even received multiple requests to start Duckling chapters in other cities. Sue now has her sights set on expanding her social media reach and building Ducklings' network in Ottawa and beyond.



Testimonial

“The Transformation Team gave me skills I couldn't have gotten elsewhere,” Sue says of her experience with the Future Proof program. “The team had an expert-level knowledge of digital marketing and truly invigorated my business. I highly recommend the program to other business owners.”

Get Connected!

Sue McGarvie
Founder, Duckling Dating

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