

Invest Ottawa DMS Future Proof

Success Story: Business Sisters

The Story

Doreen Ashton Wagner started her first business in 1988. After successfully jump-starting her own career as an entrepreneur, Doreen knew that she wanted to help other women develop their own businesses and entrepreneurial skills. This is what led her to create Business Sisters, an organization which aims to bring rural women entrepreneurs together to learn from each other. Business Sisters seeks to bridge geographical distance and inspire women to develop themselves and their businesses through connection, empowerment, and empathy.



The Obstacle

Before the pandemic, Business Sisters was primarily driven by its in-person events. When COVID-19 hit, Doreen knew that Business Sisters would need to rethink its service delivery to accommodate for online programs and workshops. Because Business Sisters offers bilingual services, Doreen's team also wanted to bolster their French website SEO to attract new participants to their site.

The Solution

Digital Main Street's Transformation Team worked with Doreen and her colleagues to increase web traffic by bolstering their sites' French and English SEO. The team also conducted a social media audit and developed a corresponding social media strategy which provided direction for Business Sisters' social media platforms. The Business Sisters team walked away with templates, strategic recommendations and updated SEO that will increase engagement and promote the company's service offerings.

The Update and the Future

The Business Sisters team is working on implementing the recommended strategies and tactics while focusing on the consistency of their social media and web content. In response to recommendations from the team, Doreen is also in the process of producing unique research about women’s entrepreneurship. This research will help her create consumable content such as bite-sized infographics and messages for Business Sisters.



Testimonial

“The Transformation Team was great at taking feedback and adjusting to our needs,” says Doreen of her experience. “As an entrepreneur I really appreciated that the team delivered what they said they would deliver—which isn’t always easy with tight timelines and turnarounds. The Transformation Team always delivered on the timeline they promised.”

Get Connected!

Doreen Ashton Wagner
Founder, Business Sisters

business-sisters.ca



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

 [facebook.com/BusinessSistersConsoeurs](https://www.facebook.com/BusinessSistersConsoeurs)

 [linkedin.com/company/business-sisters-ca](https://www.linkedin.com/company/business-sisters-ca)

Helping you sell online and build a
future-proof business.

[Learn more and apply →](#)