

Invest Ottawa DMS Future Proof

Success Story: Sunflowers and Butterflies

The Story

Sunflowers and Butterflies offers weekly delivery of nutritious, delicious meal kits in the West Carleton and Ottawa area featuring carefully curated vegan, gluten-free recipes.

Whether you're eating alone, with a partner, or with your family, Sunflowers and Butterflies has meal options for everyone. Owner Krista prides herself on delivering quality health-conscious food that takes the hassle out of cooking. Being vegan and gluten-free herself, Krista was struggling to find meal options that aligned with her dietary restrictions. This, combined with her history as a foodie, sparked her creation of Sunflowers and Butterflies.

The Obstacle

With little technological experience, Krista was struggling to build a digital platform for her growing business. In order for Sunflowers and Butterflies to thrive, Krista knew the business would also need to develop a strong online presence to reach and engage with potential customers. Finding solutions to these obstacles was paramount to the business's success.



The Solution

The Digital Main Street Transformation Team worked collaboratively with Krista to develop her social media skills and coached her on how to use social media platforms to her business's advantage. They showed her how to schedule regular content that is both informative and engaging, and they helped her develop a clear brand identity that is attractive and eye catching for new customers. Finally, the team provided templates to help ensure consistent and professional posts that reflect the Sunflowers and Butterflies brand.

The Update and the Future

As a result of Krista's work with the Transformation Team, Sunflowers and Butterflies' social media content has improved and seen increased likes and follows. Krista aims to begin incorporating videos in hopes of growing the business's following to attract more clients. By navigating her business obstacles with the Transformation Team, Krista not only bolstered her business's online presence but harnessed a confidence for social media that will contribute to Sunflowers and Butterflies' continued success.



Testimonial

“Working with Digital Main Street helped me to gain the confidence and knowledge that I needed to create quality, professional posts,” says Krista. “I learned so much from working with the Transformation Team. I would highly recommend working with Digital Main Street to help bring an online presence to your business. Well worth the time and best of all it's FREE!”

Get Connected!



Krista Ranne

Founder, Sunflowers and Butterflies

sunflowersandbutterflies.ca

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