The Story

After spending many years working as a special education teacher in a private school known for its high population of students with learning differences, Heather Desjardins knew she wanted to do something bigger that would help marry awareness, education, and services for children struggling with learning differences. In 2013, this led Heather to develop The Open Door, an Ottawa-based resource that provides educational services for parents, students, and educators to help students through tutoring and assessments. Heather uses her background as an educator to support, teach, and empower children in the special education stream.

The Obstacle

While The Open Door did offer online tutoring pre-pandemic, the vast majority of their services were in person. This meant that The Open Door team was scrambling to accommodate for changes in service delivery during the pandemic. On the flip side, an increase in online services also meant The Open Door could take on more tutors and students nation-wide, which prompted the need for a bolstered digital marketing strategy.

The Solution

Heather and her team worked collaboratively with the Future Proof program Transformation Team to conduct a full overall review of The Open Door’s social media channels. The Transformation Team performed a social media audit which revealed areas where The Open Door could strengthen their social media presence to optimize new tutor and client engagement. The team also worked on the backend of the website to speed up its processing time and increase its ease of use. Now, Heather and her team have a detailed social media document which they can refer to when developing social media content and engaging with new customers and tutors online.
The Update and the Future

One of the areas Heather has focused on is promoting The Open Door’s group writing workshops on social media. The workshop had been primarily paying for itself, but it did not generate profit. However, with the help of digital marketing, The Open Door has been able to run an extra session of the workshop, which has been extremely successful, generating revenue far exceeding Heather’s expectations.

Testimonial

“When I first saw the Digital Main Street program advertised, I wasn’t sure if it was appropriate for my business, but after attending an information session it was immediately clear that the digital supports the program offered would help my business as well,” says Heather of her experience. “I was paired with a team that was very attentive, accommodating and eager to adjust to all the feedback I provided. It was a wonderful experience.”

Get Connected!

Heather Desjardins
Founder, The Open Door

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