

# Invest Ottawa DMS Future Proof

## Success Story: Beck + Adele

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### The Story

Beck + Adele is “changing the look of sound” with retrofitted antique radios and solid wood speakers. Founder Jeff Jenkins is a true music lover, who wanted to surround himself with high quality speakers. Frustrated at the often unappealing, plastic audio equipment on the market, he decided to design and build his own equipment using solid wood and old school build methods. After proudly displaying his finished product in his home, he decided to launch Beck + Adele to sell more handmade speakers and offer custom products.



### The Obstacle

Despite the positive feedback on his products, Jeff struggled to get the word out about his business. He was convinced a market existed for Beck + Adele, but he had little marketing, branding, or digital strategy knowledge to grow the business. To build a marketing plan from the ground up, Jeff engaged the Digital Main Street Transformation Team.

### The Solution

Within weeks, the Transformation Team designed and implemented several strategies to create a new brand identity for Jeff’s business. The team first built a visually appealing and user-friendly website that aligned with Jeff’s mission and showcased the value of his products. Jeff was also connected with a business consultant who helped him bring his vision to life through a realistic and goal-oriented business plan. Finally, the team created a new logo, and handed Jeff a social media kit to use as a guide in creating future promotional efforts.



## The Update and the Future

After implementing the team's recommendations, Jeff has seen his social media engagement flourish. Instagram followers have more than doubled, and Jeff is confident that the new buzz surrounding Beck + Adele will continue to grow in future. With his marketing goals clearly defined, Jeff is now freed up and able to concentrate on filling orders and streamlining production to match the growth with sales.



### Testimonial

“If it wasn't for Invest Ottawa, I would probably still be sitting and hoping for sales to magically happen,” Jeff says on his experience with the Future Proof program. “This whole process has already helped me push past what I thought was my limit and I am looking forward to the new challenges that will come along in the future.”

## Get Connected!



**Jeff Jenkins**

Founder, Beck + Adele

[beckadele.com](http://beckadele.com)

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

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