

Invest Ottawa DMS Future Proof

Success Story: Calita Intimates

The Story

Ottawa-based Calita Intimates offers comfortable garments in natural, breathable fabrics designed and made in Canada. Founder Rebecca Mazzara launched the business in early 2020 after noticing a lack of products on the market that suited her needs. So, she designed her own original pieces that were healthy, age appropriate, and flattering for women. But with the pandemic hitting shortly after the business was born, Rebecca found herself in need of an agile digital strategy to help the new brand stand out in a competitive and changing retail market.



The Obstacle

Like many entrepreneurs, Rebecca wears many hats. Since launching Calita, Rebecca's focus has been improving the quality of her garments and optimizing her business operations. This generally leaves her with little bandwidth to handle tasks like digital marketing and content creation, so she turned to the Digital Main Street Future Proof program for support.

The Solution

After consulting with the Transformation Team, Calita Intimates received a digital overhaul. The team started by reviewing her existing marketing materials in depth, recommending strategic changes, and developing a step-by-step plan to follow. The team refreshed her website by adding new creative elements, consistent brand messaging, and other tactics to optimize the website's conversion rates. The team also created a social media kit with branded promotional materials and other information that Rebecca could share with prominent influencers who align with her values and business approach.

The Update and the Future

With the new changes, Rebecca is optimistic about the future of Calita Intimates. She has seen social media engagement grow significantly because of her deliberate approach to posting new content. Moving forward, Rebecca expects to see her client base continue to expand as the Calita Intimates brand reaches further into its target demographic.



Testimonial

“Having a team of experts to help is a dream for an entrepreneur,” says Rebecca of her experience with the Future Proof program. “The team focused on everything I haven’t had the time to address. It was extremely valuable to have several new skills be introduced to the business.”

Get Connected!

Rebecca Mazzara
Founder, Calita Intimates

calita.ca



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