

Invest Ottawa DMS Future Proof

Success Story: Deevey Strategic Communications

The Story

Former journalist and communications specialist Roxanne Deevey founded her own strategic communications firm in 2018. Through Deevey Communications, she advises clients across the public, private and non-profit sectors how to improve their marketing and digital media. But with all her attention dedicated to her clients, Roxanne found little time to manage her own online presence. As the business evolved, her website became increasingly out of touch with the needs, interests and expectations of her client base. When she started consolidating her business and service offerings, she knew she needed to reinvent Deevey Communications' digital footprint.

The Obstacle

When the COVID-19 pandemic hit, Roxanne knew her website needed an upgrade to become a more effective tool for prospective clients. She worried that clients would lose interest before discovering the full extent of her services or would be confused by the outdated layout of her site and turn to other firms. To best pivot the business to the virtual economy, Roxanne went to the Digital Main Street team for help.



The Solution

After working with the Transformation Team, Deevey Communications has a brand-new website and active social media presence. The website was specifically tailored for Roxanne's business-to-business client focus with search engine optimization strategies and information on her background and service offerings. Before working with the team, Roxanne had little experience using social media for her business. Now, Deevey Communications has a stronger presence on multiple platforms, where Roxanne regularly posts engaging content using templates and guidelines the team curated. With new graphics and branding, Deevey Communications is ready to stand out online.

The Update and the Future

Roxanne is optimistic about the future of her business. With a more robust and organized website, Roxanne has noticed new clients better understand what she has to offer and appreciate her experience. Moving forward, she will continue to follow her new social media strategy and expects engagement to continue to rise.



Testimonial

“I loved the Transformation Team’s true entrepreneurial spirit,” says Roxanne of her experience with the Future Proof program. “They introduced me to a whole new discipline and pushed me to envision new ways of marketing my business. I absolutely recommend the program to other business owners.”

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