

Invest Ottawa DMS Future Proof

Success Story: Faye Beverage

The Story

Faye Beverage offers healthy and delicious vegan drinks containing only the finest and freshest natural fruits and superfoods. Founder Marie Pierre Faye launched the business in 2018 after immigrating to Canada from Senegal, West Africa. Growing up, natural hibiscus flowers were a common ingredient she used in her cooking, but when she arrived in Canada, she found it difficult to find hibiscus flowers or juices that offered a taste of home. After learning of the amazing health benefits of hibiscus, she created Jogo Juice, a natural hibiscus drink she planned to offer through select grocery stores and local farmer's markets.

The Obstacle

When the COVID-19 pandemic hit, Marie's traditional revenue streams were cut off entirely. She was no longer able to target her customers directly through farmer's markets, and she struggled to expand her reach into grocery stores. With sales dwindling, Marie knew her business needed a digital makeover to help her adapt to the market conditions of the pandemic.



The Solution

Marie engaged the Digital Main Street Transformation Team to get help shifting her focus online. The team assessed her existing marketing materials and strategy and outlined several areas for improvement. First, the team added an e-commerce platform to make her website site more user-friendly and informative about her products. Then, the team created a long-term marketing strategy Marie could implement on her own schedule. Within just weeks, Marie saw a unified and cohesive brand image displayed across her platforms that she can easily maintain moving forward.

The Update and the Future

After working with the Transformation Team, Marie is optimistic about the future. The team helped to identify several marketing opportunities, including messaging surrounding the immunity benefits of hibiscus flower. As a result of these changes, Marie has seen sales improve and her overall reach and engagement expand significantly.



Testimonial

“I know we will be successful because of what the Digital Main Street Team did for us,” says Marie of her experience with the Future Proof program. “If you are a business without a strong and modern online presence, I encourage you to apply. The team offered sustainable tactics and advice that I can use to drastically improve in areas of the business I previously struggled to understand.”

Get Connected!



Marie Pierre Faye
Founder, Faye Beverage

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