

Invest Ottawa DMS Future Proof

Success Story: Heart's Content Consignment

The Story

Heart's Content Consignment shop in Rockland, Ontario, gives second-hand clothing a new life. Founder Jill Wright worked in corporate hospitality before launching the business to pursue her entrepreneurial dreams and stay closer to home. She envisioned an inclusive and inviting in-store experience selling pre-loved and locally-made merchandise while supporting the local community. Then, COVID-19 struck, forcing Jill to reinvent her brand-new business model to weather the global pandemic.



The Obstacle

Jill's business was immediately impacted by the pandemic restrictions. Between the on-again, off-again lockdowns and fears around shopping in-person, sales in-store were no longer a viable revenue stream. Without an online platform, Jill's operations and client engagement were severely restricted. Within just weeks of opening, she realized a robust online presence would be necessary to secure the business' future in these uncertain times.

The Solution

With the help of Digital Main Street, Jill was able to revolutionize her business to make Heart's Content COVID-ready. In only two weeks, the Transformation Team created a user-friendly website to host online shopping, designed a step-by-step social media strategy, and left Jill with a marketing roadmap to follow at her own pace. The Team also curated a focused brand image to bolster Jill's existing online presence on her social media channels. After introducing her new social look and e-commerce platform, Jill saw her business keep sales up while expanding its customer reach, despite lockdown conditions.

The Update and the Future

As her online presence continues to grow, Jill is currently working hard to build her brand while expanding on community initiatives. Through Heart's Content, Jill hosts monthly local promotions and is planning spring and summer events to give back to the Rockland area. Jill is confident that both the in-person and virtual aspects of her business will continue to blossom.



Testimonial

"The help the Digital Main Street team gave me was game-changing," says Jill of her transformative experience with the Future Proof program. "I recommend the DMS program to anyone in any type of industry," she says. "Regardless of the stage of your business, the skills you learn will help you pivot, keep ahead of the curve, and better serve your customers."

Get Connected!



Jill Wright

Founder, Heart's Content Consignment

heartscontentconsignment.ca

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

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

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Success Story Template

The Story (75 – 100 words)

Who are they? Where are they located? Why should the reader care about them? Where did the founder, entrepreneur or business come from? How did the company come to be?

The Obstacle (50 - 75 words)

What problem did the company face? Introduce a challenge that the company faced; identify something that raised the stakes and threatened the success of their business.

The Solution (75 – 100 words)

Highlight how the entrepreneur or business/company was able to overcome and persevere. This is also where you highlight how Invest Ottawa and the services of the Digital Main Street Transformation Teams have helped. If possible, explain how the founder discovered options available to them and reached out to and worked with Invest Ottawa to persevere.

The Update and the Future (50 – 75 words)

Where is the company today? Explain where they are in their journey today thanks to the support they received – and what might be next.

Testimonial (50 -75 words)

Quotable endorsement of the DMS program - advising their industry peers on the benefits of the program – helps address the perceived barriers i.e.: time, money, effort required to participate, encouraging more to sign up.

Get Connected!

Owner / Founder: Name and LinkedIn link (Acquire quality head shot image and company logo for graphics / design / social) Company Website: (URL) Social: Facebook, Twitter, Instagram, LinkedIn, etc.

