

Invest Ottawa DMS Future Proof

Success Story: MLD Micro Labs

The Story

MLD Micro Labs is a health and safety-focused, portable lab service provider that offers rapid on-site COVID-19 testing and infection control plans. Founder Lisa Desroches retired from her career as a healthcare professional and was travelling the world when the pandemic hit. After returning home, she saw the long wait times associated with testing and getting results and wanted to channel her experience into a business that could help Canada recover from COVID-19. Since opening in fall 2020, she has offered on-site testing and control services to small businesses and essential workers across Ottawa.

The Obstacle

Lisa knew that her business would need a strong digital presence. She has owned and operated several other businesses in the past, but this was different: she needed to market MLD in the virtual economy. As she lacked the necessary knowledge and experience in this area, Lisa decided to seek the help from the Digital Main Street Transformation Team.



The Solution

The team started by assessing all existing materials from Lisa's website and social media pages to identify ways she could change language, imagery and function to make them more user-friendly and appealing to potential clients. The team then conducted core market research to support the development of a detailed marketing plan for the business that Lisa could implement on her own time. The digital team also reworked her website and created a set of social media templates to ensure Lisa's posts were consistent and inviting. With a better aesthetic and flow across her digital platforms, Lisa's business has a refreshed brand identity.

The Update and the Future

Lisa has seen significant increases in engagement and retention analytics since implementing the new changes. Her website's reach has increased by over 26%, and feedback from new clients has been overwhelmingly positive. Her professional digital presence has empowered her to seek out new opportunities in the public and construction sectors, and she is confident MLD will play an important role in getting Canada to a post-pandemic reality.



Testimonial

“I highly recommend the Digital Main Street program,” says Lisa of her experience with the Transformation Team. “I’ve been an entrepreneur for so many years, but I didn’t know enough about digital marketing to start this process. I’m so glad Invest Ottawa could teach me these game-changing strategies.”

Get Connected!



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