

Invest Ottawa DMS Future Proof

Success Story: MUST Boutique

The Story

After leaving a career in massage therapy to pursue her passion for retail, store owner Jessica Oliver opened MUST Boutique, selling Ottawa's top fine Italian clothing and accessories in a personal and intimate storefront. At MUST, Jessica maintains a focused but constantly evolving line of high-quality garments that stay ahead of the trends with unique colours and fabrics. Having traditionally relied on giving clients a personal in-store shopping experience to fuel sales, Jessica realized she needed a digital overhaul to keep revenues up during COVID-19 lockdowns.



The Obstacle

The traditional e-commerce model may be enough for large-scale retailers but MUST needed a digital strategy that could be consistent with its' business operations and preserve the status and exclusivity that is central to its brand. MUST keeps a small quantity of merchandise in-store and replenishes in direct response to sales. As such, Jessica needed a deeply personalized digital strategy for her boutique.

The Solution

After engaging the Digital Main Street Transformation Team, Jessica gained a digital solution that fuelled demand, despite the ongoing lockdowns. The Transformation Team created a template for visual and text-based social posts, provided direction for Google Ad wording, and introduced a regular newsletter to retain and expand the MUST client base. To consolidate MUST's digital presence, the Team sourced a page on BioFM, which links all social media channels and newsletter sign-ups in one place. With an agile digital strategy, MUST can strengthen its brand image and operations both during the pandemic and beyond.

The Update and the Future

With a unified branding approach, Jessica saw engagement increase by 22% and account reach rise by over 75% in only three weeks. And the changes also earned some media attention as well. CTV News Ottawa later interviewed Jessica to talk about curbside pickup options after finding her strong brand image through her social channels. Now, MUST is seeing more curbside pickup orders and will surely return to a strong reopening as lockdown restrictions ease.



Testimonial

“Having a team of experts support me for two entire weeks, answering every question I had, really supplemented my existing knowledge,” says Jessica Oliver. “The team created a strategy specifically for my unique business model that worked with my approach and experience. I recommend the Future Proof program to any small business owner looking to improve their digital communication.”

Get Connected!

MUST
BOUTIQUE

Jessica Oliver

Franchisee, MUST Boutique

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