

Invest Ottawa DMS Future Proof

Success Story: Mojo Creations

The Story

Mojo Creations offers a wide variety of handmade bracelets built with powerful gemstones that are believed to bring good energy and healing to the wearer. Founder Jane Rogers has been making jewellery for decades. She originally sold her pieces at craft fairs until the COVID-19 pandemic hit and she decided to reinvent her business. Having lived with epilepsy since she was a child, she now offers her merchandise while sharing her own experience of living with chronic illness with her client base. Her strong storytelling approach allows Jane to meaningfully connect with others and create a product she's passionate about.

The Obstacle

When Jane began discussing her illnesses on social media, she saw her engagement skyrocket, and the response was overwhelmingly positive. With the increased attention, she wanted to create a strong online platform and social media presence to keep her momentum up and get the business off the ground.



The Solution

Jane engaged the Digital Main Street Transformation Team to create and implement a digital marketing strategy. The team first created a website for Jane's business including the story of her business, her blog and an e-commerce platform. The team also designed a social media strategy for Jane to implement, including visual and text templates and scheduling tips. Throughout the process, the team collaborated with Jane to ensure her new marketing materials stayed true to the compassionate and empathetic tone of the Mojo brand.

The Update and the Future

With the team's major recommendations in place, Jane has gained the confidence to share more content and products. She has seen a significant increase in website traffic and social media engagement and has received great feedback from her blog readers on her new approach. With her new digital marketing roadmap in place, Jane is excited to continue sharing her jewellery and her story.



Testimonial

"I absolutely recommend the Digital Main Street program to other business owners," says Jane of her experience with Invest Ottawa. "Everyone I worked with was an expert in digital marketing. The work they did was amazing, and they did a great job at explaining the process to me so that I could learn new skills myself."

Get Connected!



Jane Rogers

Founder, Mojo Creations

mojocreations.ca



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