

# Invest Ottawa DMS Future Proof

## Success Story: Notaring

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### The Story

Notaring is an innovative online notary service that is transforming how the legal industry serves its clients. Founder Christian Azzi has been practicing law in Ottawa since 2012. When businesses closed during the COVID-19 pandemic, he observed how difficult it became for him and his clients to notarize and certify documents. In response, he created Canada's first notary public platform dedicated to online notarization, where any person or business can get their documents notarized either online or by video call.



### The Obstacle

Having never launched an online business, Christian found it daunting to bring Notaring to life. He was able to identify and overcome the challenges related to notarizing documents online, rather than in-person as it was historically done. Getting Notaring the visibility and reach it needed to find clientele was a whole other obstacle. To support his new marketing efforts, Christian engaged the Digital Main Street Transformation Team for help.

### The Solution

Within weeks, Christian had a team of knowledgeable professionals helping him better his business. The team began by conducting targeted research to suggest strategies for Christian to build a trustworthy reputation for Notaring, including a professional and user-friendly website with cohesive branding and informative content. The team also provided detailed tactics and templates for Christian to use when creating content for Notaring's social media channels. This has been essential in attracting a younger clientele. As a result of his collaborative work with the team, Christian now has all the resources he needs to bring Notaring to the next level.

## The Update and the Future

Notaring has achieved tremendous success since implementing the team's recommendations. With the increased social media reach and engagement, Notaring has seen more clients, more revenue, and a 30% increase in profits within a matter of weeks. Christian has also been able to form more partnerships with different companies across Ontario and hire additional employees. In doing so, he has laid the foundation for Notaring's future.



### Testimonial

"I recommend that all entrepreneurs take part in Invest Ottawa's program," says Christian of his experience with the Future Proof program. "Because of their expertise in online business, they gave me invaluable advice that allowed me to push Notaring into the next phase of growth."

## Get Connected!



**Christian Azzi**  
Founder, Notaring

[notaring.com](http://notaring.com)



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