

Invest Ottawa DMS Future Proof

Success Story: Oneness Career Coaching

The Story

With dynamic career counselling and business advisory services, Oneness Career Coaching (OCC) is a leading name for Ottawa job seekers looking to make a big career change. Founder Josephine Mensah launched the business in 2017 after pivoting from a lengthy career in development training and recruitment. Since its inception, Josephine has always been committed to growing her client base through agile digital marketing, which has become even more critical in the wake of both the COVID-19 virtual economy and the economic challenges brought with it.

The Obstacle

After several years in business, Josephine felt a need for a digital revamp. Having previously managed OCC's marketing efforts entirely on her own, she knew an expert opinion on marketing, branding, website design, and social media could make a significant impact on her outreach efforts. This digital revamp felt particularly urgent as the number of job seekers began to grow exponentially following pandemic-related job losses.



The Solution

To make her resources known and available to Canadians everywhere, she engaged with the Digital Main Street team for their expertise. The Transformation Team began by assessing Josephine's existing marketing efforts, evaluating her goals, and collaboratively preparing a social media blueprint to follow in both the long and short-term. Within two weeks, OCC had a vibrant new website, logo, and social media brand image to increase its client base and secure its future.

The Update and the Future

With its reinvigorated online presence, Josephine continues to focus on her career coaching practice, and helping business professionals make major career transitions. In the future, she has set her sights on increasing business partnerships with other organizations, growing OCC's professional network, and building a larger online following.



Testimonial

“The Digital Main Street Transformation Team was unbelievably easy to work with,” says founder Josephine Mensah. “Their recommendations were incredibly thorough and sustainable. I highly recommend the program to entrepreneurs at any stage of business looking to revitalize their digital presence.”

Get Connected!



Oneness Career Coaching Inc.


Josephine Mensah

Founder, Oneness Career Coaching

onenesscareercoaching.com

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